

JEWELRY

## Tiffany delves into design values in Shanghai exhibit

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*The Tiffany Diamond as worn by Lady Gaga. Image courtesy of Tiffany & Co.*

By STAFF REPORTS

Jeweler Tiffany & Co. is looking back on its 180-year history through an exhibit in Shanghai centered on its codes.

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"Vision & Virtuosity," which will open in September at the Fosun Foundation Shanghai, is a first of its kind event for Tiffany. The exhibit will cover the multifaceted history of the brand, from its signature blue hue to its work with diamonds.

"Vision & Virtuosity' is a tribute to Tiffany & Co., which has stood for masterful craftsmanship and innovative design since Charles Lewis Tiffany founded his company in New York City in 1837," said Alessandro Bogliolo, CEO of Tiffany & Co., in a statement. "These two values vision and virtuosity lie at the heart of Tiffany & Co. and this exhibition represents the best of our brand."

### Craftsmanship and culture

Tiffany's exhibit is divided into six chapters, each of which explores a specific motif or craftsmanship topic.

The first section covers Tiffany's iconic blue color, as well as the brand's use of colored gemstones in its pieces. Another area looks at the evolution of Tiffany's Blue Book catalogue, which was originally distributed in 1845.

Tiffany is also taking a look at its position in culture through the brand's appearances in music, literature and film. Another chapter takes a closer look at making of the film "Breakfast at Tiffany's," in which the jeweler's Fifth Avenue flagship played a role.

The exhibit goes on to trace Tiffany's position as a symbol of love. This section includes both the original Tiffany engagement ring setting and the recently designed Tiffany True rings.

*Tiffany's Vision & Virtuosity will bow this fall*

Tiffany has also dedicated a room to diamonds, including the 128.54-carat Tiffany Diamond worn by Lady Gaga at the Academy Awards in 2019 ([see story](#)).

"There are many incredible objects in the Tiffany archives that we draw inspiration from and we are constantly

finding ways to reinvent and reinterpret them for our designs today," said Reed Krakoff, chief artistic officer of Tiffany & Co., in a statement. "With this exhibition, we honor the past and show how beauty and masterful craftsmanship are timeless and always relevant."

Vision & Virtuosity will open to the public on Sept. 23 and run through Nov. 10. Ticket sales will benefit the Fosun Foundation.

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