

JEWELRY

Tiffany updates men's jewelry in refined collections

August 15, 2019



New jewelry options for men include pendants, rings and cuffs. Image courtesy of Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is expanding its offerings with the launch of new dedicated men's collections.

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The Tiffany 1837 Makers and Diamond Point collections encompass jewelry, homeware, accessories, watches and more. Available in October, these newest lines reflect a modern elegant aesthetic that is still reminiscent of the jeweler's heritage.

Tiffany Men's

Tiffany 1837 Makers is inspired by the jeweler's tradition of handcrafting sports trophies. Tiffany makes the trophies for several sporting championships, including the Vince Lombardi trophy for the Super Bowl ([see story](#)).

The sterling silver pieces are stamped with symbols such as "T & CO MAKERS," "NY" and "AG925," and the collection includes a made-to-order trophy ring.

"Tiffany Men's is centered on craftsmanship as the foundation of our company," said Reed Krakoff, chief artistic officer at Tiffany & Co., in a statement. "Tiffany 1837 Makers is a nod to the workmanship and time-honored techniques used in creating jewelry the idea that there's a person behind each object."

"Diamond Point takes a more modern and graphic approach, utilizing a pattern inspired by a diamond's culet that ties back to our diamond authority," he said.



Tiffany is putting a masculine spin on its jewelry. Image courtesy of Tiffany & Co.

The Diamond Point line is more elevated, and the pieces feature a graphic diamond pattern.

Most of the Diamond Point jewelry pieces have a distinct texture from being die struck and hand polished. Options include a rectangle pendant and cuff, both in sterling silver.

Home goods include a cocktail mixer in lead crystal and sterling silver.

Tiffany has previously appealed to both men and women through its personalization options, which allow consumers to make designs their own.

The jeweler's personalization options include engraving, embossing, monogramming, etching and embroidery. Items available to be customized extend beyond jewelry and include leather totes, wallets, housewares and more ([see story](#)).

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