

JEWELRY

## Tiffany makes exclusive gifting push in holiday catalog

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*Tiffany's advent calendar. Image courtesy of Tiffany & Co.*

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By STAFF REPORTS

Jeweler Tiffany & Co. is gearing up for the holidays with a gifting catalog that contains ideas ranging from the collectible to the experiential.

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The book features 12 exclusive presents including a four-foot-tall advent calendar modeled after the brand's Fifth Avenue storefront and a Tiffany blue motorcycle. Luxury marketers are increasingly seeking ways to surprise consumers during gifting season with lavish offerings.

### Exclusive gifts

This one-of-a-kind gifting selection is a first for the jeweler.

Among the offerings is an advent calendar, priced at \$112,000, which can be opened to reveal 24 days of gifts. Hidden within the countdown are treats such as a Tiffany T True bracelet and a sterling silver paper cup.

Translating its iconic shade to another category, Tiffany teamed up with Indian Motorcycle Co. to create a blue bike. Tiffany also developed an Aga Total Control 3-Oven Cast Iron Range in its signature hue, as well as a Blatt Billiards pool table with robin egg felt.



*Tiffany's catalog includes a motorcycle. Image credit: Tiffany*

Taking inspiration from an archival engagement advertisement from 1969, Tiffany created an 18-karat gold bird's nest complete with Nymphenberg porcelain eggs.

Tiffany is giving consumers the chance to own a sterling silver greenhouse, similar to the ones used in its art collaborations. As part of the \$295,000 gift, Tiffany will deliver a monthly floral arrangement to the recipient for a year.

For a truly one-off gift, consumers can purchase a bespoke ring design experience.

Aside from physical gifts, Tiffany is offering an 11-day safari trip to Kenya. This \$130,000 package includes a Tiffany-themed Globe-Trotter luggage set.

"This holiday we wanted to really surprise our customers in a whole new way by showcasing the most awe-inspiring objects and experiences that you can only find at Tiffany," said Reed Krakoff, chief artistic officer for Tiffany & Co., in a statement. "In addition to many exciting new designs and collections, this year we've curated 12 gifts that represent the best of the best and embody the artistry and craftsmanship at the heart of our brand."

As luxury brands cater to a crowd for which money is not an object, they are launching gifting options that are priceless and one-of-a-kind.

Department store chain Neiman Marcus is celebrating the start of the holiday shopping season by launching its annual Christmas Book, including its famous Fantasy Gifts.

For the 93rd edition of the catalog, the retailer recruited actress Rachel Brosnahan, known for Amazon's "The Marvelous Mrs. Maisel," to reveal this year's Fantasy Gifts in a video series. The 2019 lineup leans towards experiential gifts, with several involving iconic luxury brands including Aston Martin and Christian Louboutin ([see story](#)).