

JEWELRY

Tiffany launches new men's holiday pop-up store as Manhattan flagship readies for renovation

December 5, 2019



Tiffany's Men's pop-up store next door to its soon-to-renovent flagship will give visitors a taste of what the new Tiffany retail experience will look like. Image courtesy of Tiffany & Co.

By STAFF REPORTS

Tiffany & Co., now in the headlines after accepting a **\$16.2 billion acquisition offer from French luxury giant LVMH**, has opened a men's holiday pop-up store next to its flagship location on Fifth Avenue in New York.

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The Tiffany Men's Pop-Up Shop, as it is called, will showcase the U.S. jeweler's recently debuted Tiffany Men's Collection. The men's pop-up clearly eyes a market with potential for growth.

Man's world

One of the leading luxury jewelers worldwide competing with Richemont's Cartier and Van Cleef & Arpels, and LVMH's Bulgari, Tiffany has 300 stores globally with 14,000 employees, including 5,000 artisans who cut diamonds and craft jewelry.



Products displayed in cabinet at Tiffany's new men's pop-up store in New York. Image courtesy of Tiffany & Co.

The pop-up serves as an experiential preview into what Tiffany's home for the next couple of years will look like as the flagship store next door undergoes renovation. It will occupy the first floor of the temporary store.

Products available from the **Tiffany Men's collection** include accessories, barware, home objects, games and other knick-knacks.

Custom Tiffany x Spalding basketballs will be available in limited quantities.

In fact, the sports connection will be amplified.

The men's pop-up will have on its premises six sports trophies in one location for the first time.

This public display includes The NFL Vince Lombardi Trophy, NBA Larry O'Brien Championship Trophy, Major League Baseball Commissioner's Trophy, PGA TOUR Players Championship Trophy, USTA Men's US Open Trophy and MLS Philip F. Anschutz Trophy, according to Tiffany.

The custom-designed trophies were made by hand in Tiffany's Hollowware workshop in Rhode Island.

Tiffany has been creating such trophies for the past 160 years.



Trophies produced by Tiffany for various sports franchises over the years. Image courtesy of Tiffany & Co.

ADDING TO to the experiential element are two more items from the Very, Very Tiffany Holiday gift guide.

One of the items for sale is a unique Tiffany Blue Indian Scout motorcycle specially designed and built in collaboration with the Indian Motorcycle Company.

The other outsized item is a handcrafted Tiffany Blue Blatt Billiards pool table with a professional-grade Tiffany Blue felt bed.

Reed Krakoff, chief artistic officer of Tiffany, led the men's initiative.

The Tiffany Men's pop-up opens Dec. 6 and closes Jan. 6.

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