

JEWELRY

Tiffany's Blue Box Caf enters Mainland China in renovated Shanghai Tiffany store

December 11, 2019



The Blue Box Caf in the Tiffany store within Shanghai's Hong Kong Plaza may be the gift that keeps on giving. Image courtesy of Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co., soon to become part of Bernard Arnault's LVMH luxury empire, has opened its first Blue Box Caf restaurant in Mainland China as dining experiences gain more prominence in shopping trips.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Decked out in the trademark Tiffany Blue color, the restaurant is located on the upper level of Tiffany's newly renovated [Shanghai flagship store at the Hong Kong Plaza](#).



The newly renovated Tiffany store in Shanghai's Hong Kong Plaza. Image courtesy of Tiffany & Co.

Food for thought

The two-story Shanghai store in transparent and blue-lit glass now faces the street and has doubled its footprint to 10,000 square feet, making it the largest Tiffany store in North Asia.

Amazonite features and white marble detailing with an open layout and LEED-certified features showcase Tiffany's high jewelry, silverware and china, fashion accessories, men's collections, and home and accessories lines.



Merchandise displayed at Tiffany's newly renovated store in Shanghai's Hong Kong Plaza. Image courtesy of Tiffany & Co.

The same architectural details permeate the Blue Box Caf.

The caf's walls and upholstery bear the same Tiffany Blue color as a visual hammer to reflect the brand and the famous Tiffany blue box used for jewels and items bought in the store.

A glass-enclosed circular opening onto the atrium entrance and a handmade two-story chandelier suspended from the carved circular ceiling cove visually connect the caf with the store below.

Restaurants with one-off touches and a sense of grandeur are now becoming a regular feature of flagships and department stores.

Parisian department stores have long had elegant restaurants to satiate the hunger of shoppers and give them a respite from the shopping.

In London, Harrods and Selfridges have restaurants that rival street-facing experiences as key attractions to the overall shopping experience.

New York is no different.

Tiffany opened its first Blue Box Caf worldwide in its flagship store on Fifth Avenue. Ralph Lauren did something similar with its Polo Bar off Fifth Avenue in front of the St. Regis hotel, although the Fifth Avenue store itself shut doors.

Mere blocks away, Ristorante Armani is doing quite well as part of the Giorgio Armani showroom on Fifth Avenue.

On that same stretch, the restaurant in Bergdorf Goodman's women's store continues to attract fashionistas, busy executives and ladies who lunch to its charming location overlooking Central Park (try the devilled eggs).

Saks on Fifth Avenue and Bloomingdale's too have dining experiences to complement offerings on the floor.

QUITE OFTEN, these restaurants' operations are outsourced to third-party catering companies with instructions to offer the same level of service that customers would expect from the retailer.

Meanwhile, the Shanghai Blue Box Caf's opening comes days after Tiffany inaugurated its men's pop-up shop adjacent to its flagship store in New York. Mr. Arnault, chairman/CEO of LVMH, paid a surprise visit to the flagship as it is about to enter a two-year renovation phase.

Oh, and actor and Tiffany ambassador Jeff Goldblum visited the men's pop-up too. Apparently, he liked everything.

Who let Jeff Goldblum into the Tiffany Men's pop-up shop?