

JEWELRY

## Tiffany Flagship Next Door store opens in New York as original location begins rehab

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*The interior setting of the Tiffany Flagship Next Doorstore bears codes of the brand while elevating with a clean and modern look. Image courtesy of Tiffany & Co.*

By STAFF REPORTS

U.S. jeweler Tiffany & Co. has closed its storied Fifth Avenue store in New York for a two-year renovation and moved next door on 57<sup>th</sup> Street to a Trump Organization-owned property that got a test run as the men's holiday pop-up store.

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The store on 6 East 57<sup>th</sup> Street, called the Tiffany Flagship Next Door, will serve as Tiffany's New York flagship until the transformation of 727 Fifth Avenue is wrapped up late next year. It will occupy a 65,000-square-foot building that until 2018 housed Niketown, a store that sold Nike sneakers, athletic apparel and gear.

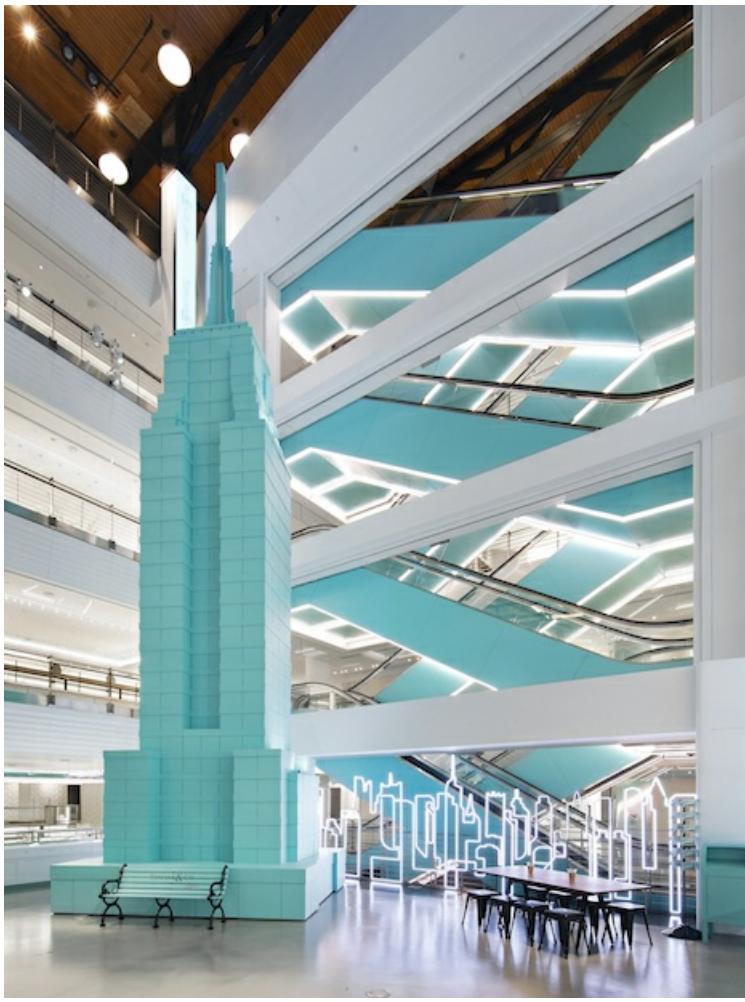


The building, owned by President Trump's company, previously was home to Niketown, selling Nike sneakers, athletic apparel and gear. Image courtesy of Tiffany & Co.

By that point, Tiffany will be a member of France's LVMH, the world's largest luxury conglomerate that has offered \$16.2 billion for the leading U.S. luxury brand ([see story](#)).

Shoppers got a taste of what is to come when they visited the Tiffany men's pop-up holiday store through Jan. 6 all blue accents and modern touches ([see story](#)). A giddy campaign featuring actor Jeff Goldblum added a bit of whimsy.

Tiffany has been resident at the 727 Fifth Avenue location since 1940. It is flanked to its left by Trump Tower, home to President Trump. Across the street are Louis Vuitton's flagship, Bulgari, Van Cleef & Arpels and Bergdorf Goodman.



*All eyes are drawn upwards in this interesting twist on a retail store layout. Image courtesy of Tiffany & Co.*

Not totally out of the blue

Visitors to the temporary Tiffany location will see a store designed around a vaulted, escalator-flanked atrium with playful look and modernized attitude.

The store mixes concrete and stainless steel with nickel and Art Deco cases inspired by the original store.

Tiffany brand codes are evident throughout the store, from wood paneling with Tiffany's flora and fauna motif stenciled onto crates to Tiffany's signature Wheat Leaf motif reimagined as a color block painted feature wall.



*Clean touches, high ceilings, space to browse and spaced-out display cases make for a modern luxury retail store. Image courtesy of Tiffany & Co.*

High jewelry and collections such as Tiffany T, Tiffany Paper Flowers, Tiffany Victoria, Tiffany Keys and Tiffany HardWear located on the main floor.

The Tiffany Men's Collections is on the second floor, with love and engagement on the third, and home and accessories on the fourth.

A private selling room is located on each floor, with one VIP salon for the store.

THE FLAGSHIP Next Door's floor-to-ceiling atrium will undergo periodic installations with exclusive partnerships, drawing shoppers' eyes upwards in a manner distinct from the typical retail store format.

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