

FOOD AND BEVERAGE

Tiffany takes Blue Box Caf restaurant concept to Europe for first time with Harrods outpost

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Tiffany's Blue Box Cafe in New York. Image credit: Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co. will open its wildly popular Blue Box Caf in London's famed Harrods department store on Knightsbridge, adding yet another reason for tourists and locals to shop and dine in that location.

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The restaurant will open Valentine's Day, Feb. 14 offering breakfast, afternoon tea and dinner at the venue. It will be Tiffany's fourth Blue Box Caf and the first one in Europe.

"Ever dreamt of breakfast at Tiffany's? Coffee, croissants and carats ... New York's ftd Tiffany Blue Box Caf is relocating to **#Harrods** and it's opening on Valentine's Day," Harrods said in a post on Twitter.

Food for thought

Tiffany will apply the same color and dcor sensibility to the restaurant on Harrods' lower-ground floor, kitting it out in Tiffany Blue walls, chairs and packaging displays.

Both Harrods and Tiffany can expect snaking lines in the early days, as happened with the first Blue Box Caf that opened in November 2017 at the jeweler's flagship 727 Fifth Avenue location in New York.

The Harrods Tiffany Blue Box Caf is now **accepting reservations**.

Tiffany's New York flagship store last week closed for renovations, promising to open next year with a refreshed look.

"Reservations are no longer available at The Blue Box Cafe as the Tiffany New York flagship embarks on an exciting transformation," the retailer said on its site. "Pencil in breakfast at Tiffany for 2021 when the reinvention of the store at 727 Fifth Avenue will be completed."

The uptown Tiffany store temporarily relocated next door into a Trump Organization-owned building that formerly housed a Niketown store selling sneakers, athletic gear and apparel.



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.

Soon to become part of Bernard Arnault's LVMH group for \$16.2 billion, Tiffany last month opened its first Blue Box Caf restaurant in mainland China as dining experiences gain more prominence in shopping trips.

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](#) (see story).



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.

Harrods upgrades

For its own part, Harrods is also undergoing upgrades and enhancements within its flagship location in the Knightsbridge area.



The newly consolidated interiors department on Harrods' third floor at the Knightsbridge location in London. Image credit: Virgile + Partners, Harrods

The store threw open its new interiors department, bringing together for the first time its home and furniture rooms on one floor. The emphasis is on interior design and bespoke personalization.

Designed by Virgile + Partners, the new department was conceived and planned to create a more residential feeling that lets shoppers imagine products within their own home environment.

There are now dedicated rooms for linens and beds, kitchen and household items, accessories, modern and contemporary furniture. Harrods has also launched its new interior design studio.

Adding to all of that on the refreshed third floor is a room displaying home fragrance brands, along with an art gallery in conjunction with London's Halcyon Gallery ([see story](#)), classic furniture rooms and a new lighting department.

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