

JEWELRY

Tiffany & Co. teases new event, exhibition space for renovated flagship

August 24, 2020



Exterior rendering of the renovated Tiffany & Co. flagship. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is sharing future plans for its Fifth Avenue flagship, which is currently undergoing renovations.

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

Exterior renderings reveal a Tiffany blue glass addition to three top floors of 727 Fifth Avenue, a modern addition to the landmark building. Originally built in 1940, construction on the Tiffany flagship began more than a year ago and is expected to be completed in spring 2022.

"The Tiffany & Co. Fifth Avenue flagship is arguably one of the most beloved and well known luxury retail spaces in the world," said Reed Krakoff, chief artistic officer at Tiffany & Co., in a statement. "It's a place where so many have memories of important moments in their lives, filled with emotion and anticipation of the extraordinary."

"Tiffany's newly transformed flagship will reflect the future of our brand, while honoring our 183-year legacy."

New Tiffany

The new glass facade and addition will house an event and exhibition space, replacing office space originally constructed in 1980. It will have column-free, double height ceilings, reflecting the expansiveness of the main floor.

Guests will also be able to enjoy an outdoor terrace, which will offer views of Fifth Avenue and Central Park. The renowned retail strip is also home to Louis Vuitton's flagship, Bulgari and Van Cleef & Arpels.

Tiffany is partnering with architectural firm The Office for Metropolitan Architecture (OMA) for the project.

"Tiffany's Fifth Avenue flagship is more than a retail space; it is a destination with a public dimension," said Shohei Shigematsu, partner at OMA, in a statement. "The new addition is informed by programmatic needs of the evolving brand gathering place that acts as a contemporary counterpart to the iconic ground level space and its activities."



The new addition will house an event and exhibition space. Image courtesy of Tiffany & Co.

While Tiffany & Co. has closed its storied Fifth Avenue for the renovations, the jeweler has temporarily moved next door on 57th Street to a Trump Organization-owned property.

The store on 6 East 57th 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. It will occupy a 65,000-square-foot building that until 2018 housed Niketown, a store that sold Nike sneakers, athletic apparel and gear ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.