

JEWELRY

Tiffany reimagines impressive archival necklace from 1939

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Tiffany & Co. 80-carat, D color, internally flawless diamond inspired by necklace from the 1939 World's Fair. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

New York-based jeweler Tiffany & Co. has acquired an 80-carat diamond to amend its historic 1939 World's Fair necklace.

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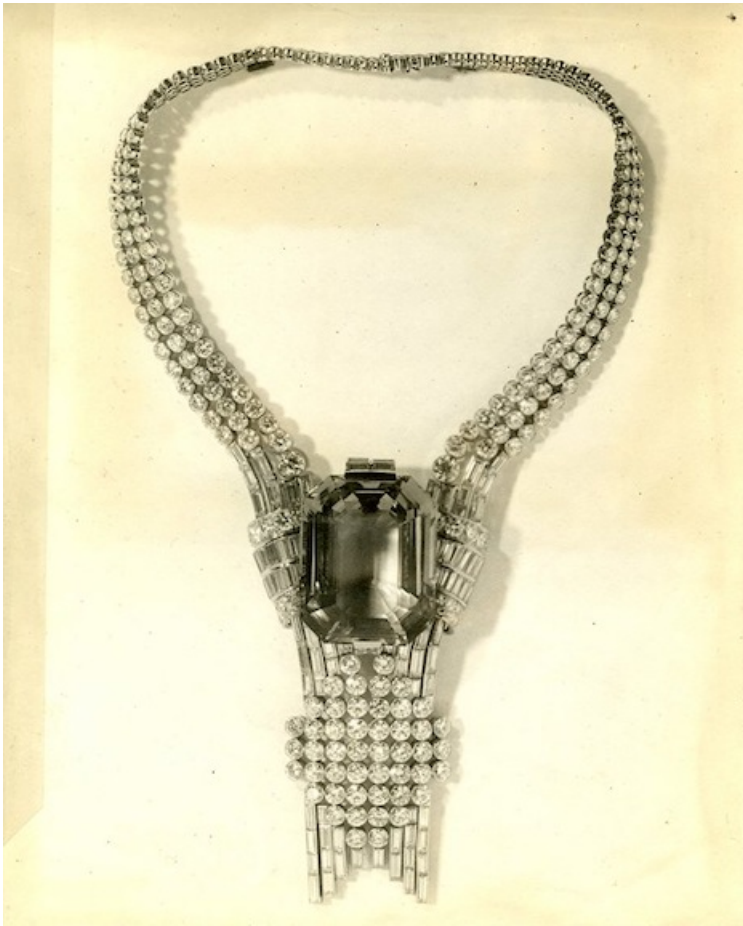
The original aquamarine design has been modernized with an oval diamond of over 80 carats, the largest diamond ever offered by Tiffany and eclipsed only by the Tiffany Diamond, which is not for sale. The necklace will be unveiled in celebration of the 2022 reopening of the transformed Fifth Avenue store, just as the original necklace did nearly a century ago when it debuted at the World's Fair in Queens, New York.

"The new necklace perfectly reflects our brand heritage as a New York luxury jeweler, whose founder was known as the King of Diamonds'," said Victoria Reynolds, chief gemologist at Tiffany & Co., in a statement.

Timeless gems

The center 80-carat, D color, oval diamond stone is not only extremely rare, but also serves as a symbol of the jeweler's approach to diamond traceability and sustainability. The stone was responsibly sourced in Botswana and will be set by Tiffany artisans in New York City.

Tiffany & Co. received a "strong" ranking in a report by [Human Rights Watch](#) on responsible sourcing in the jewelry industry ([see story](#)).



Photograph of the aquamarine and diamond necklace from the 1939 World's Fair. Image courtesy of Tiffany & Co.

The original necklace's sizable aquamarine and diamond forms awed millions who attended the 1939 World's Fair, whose intention was to inspire the dream of a better and more effervescent tomorrow.

Tiffany's piece set the stage for the opening of its iconic flagship store on 57th Street and Fifth Avenue the following year, foreshadowing what will be a similarly historic moment for the brand in 2022.

Tiffany has acquired many rare and remarkable gemstones for its jewelry designs in its 183-year history, including the legendary Tiffany Diamond, one of the world's largest and finest fancy yellow diamonds, as well as the Hooker Emerald, now exhibited at the Smithsonian and the Mazarin Diamonds, purchased by Tiffany at the auction of the French Crown Jewels.

Last week, shareholders of Tiffany & Co approved a \$15.8 billion deal with LVMH, officially ending a long dispute between the two companies ([see story](#)). The deal is expected to close by the end of this week.

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