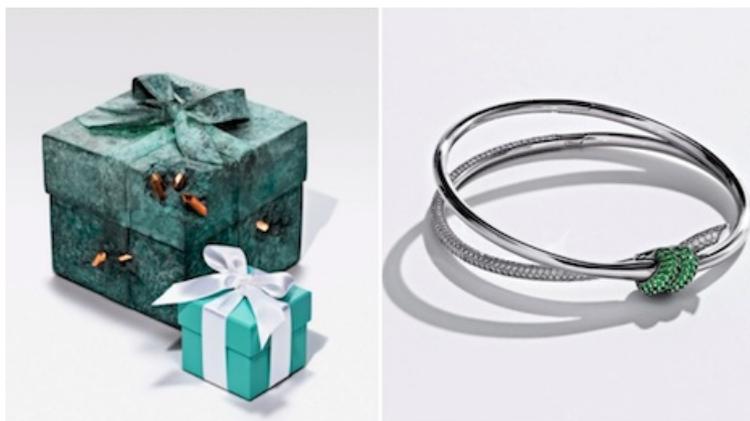


JEWELRY

## Tiffany & Co. reimagines Blue Box with artistic collaboration

September 7, 2021



*Daniel Arsham gave the Tiffany Blue Box a futuristic twist. Image courtesy of Tiffany & Co.*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. has unveiled an artistic makeover of its famous Blue Box through a collaboration with contemporary artist and sculptor Daniel Arsham.

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**Tiffany** and Mr. Arsham created 49 exclusive bronze sculptures that capture the Blue Box in the artist's signature aesthetic. To celebrate the partnership, Tiffany also introduced a limited-edition bracelet and an installation at its New York flagship.

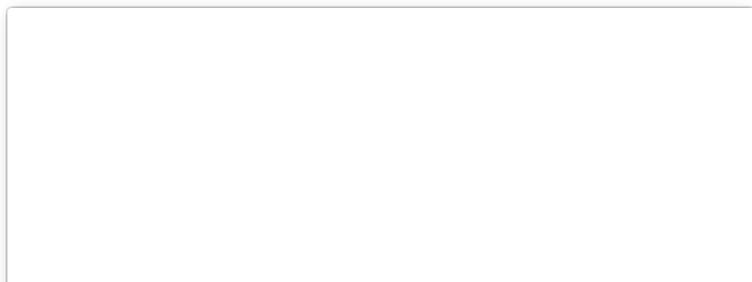
### Blue Boxes reimagined

The sculptures which are oversized versions of the jeweler's gift boxes have an eroded bronze texture, with a hand-finished patina that references Tiffany Blue as well as the Arsham Studio color.

"The Bronze Eroded Tiffany Blue Box" is part of the New York-based artist's "Future Archeological" series that reconceptualizes contemporary objects.

"I always gravitate towards items that are immediately culturally recognizable," Mr. Arsham said in a statement. "The Tiffany Blue Box has that power.

"I wanted to address it in a way different than how it was originally intended by giving it a distressed, aged quality which represents its history, how much of a fixture it is in our world today and how it will continue to be relevant decades, even centuries from now," he said.



[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

*Daniel Arsham discusses the inspiration behind the bronze boxes*

Inside each box, there is a limited-edition Tiffany Knot x Arsham Studio bracelet, reflecting both Tiffany and the artist's commitment to craftsmanship. The bracelet comes in 18K white gold with diamonds and tsavorites.

Clients can learn more about the collaboration through private appointments, in-store or online, with Tiffany advisors.

Additionally, a large-scale exhibition is now on display on the main floor of New York's Tiffany Flagship Next Door. Attendees can visit the display, exploring the immersive Tiffany x Arsham Studio experience, through the end of October.

The LVMH-owned jeweler has been positioning the Tiffany Knot collection as an elegant tribute to New York in recent efforts.

In a collection of new short films, ambassadors Anya Taylor-Joy, Alton Mason and Eileen Gu each joyfully traverse the greatest city in the world with their new favorite accessory. The entertaining and inviting campaign captures the spirit of Manhattan, showcasing it alongside the elegance of the jeweler's new offerings ([see story](#)).

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