

JEWELRY

Tiffany & Co. provides ultimate immersive experience celebrating Blue Book Collection

September 30, 2021



The decorated townhouse is blooming with florals, set against a backdrop of contemporary artworks, reflecting Tiffany's inherent elegance. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is unveiling its 2021 Blue Book Collection in a new showcase on the Upper East Side.

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

The jeweler's latest immersive experience is privately showcasing more than 100 new designs for the new fine jewelry collection, hosted in the Tiffany Townhouse's five floors. More than just a straightforward showcase of the new collection, guests are invited to engage with the brand on a more intimate level, discussing house craftsmanship on an intimate level.

Townhouse full of diamonds

The decorated townhouse is blooming with florals, set against a backdrop of contemporary artworks, reflecting Tiffany's inherent elegance. There will be private salons, offering guests various insights into Tiffany craftsmanship.

One salon will be taking clients through the extensive and thoughtful processes of creating iconic pieces like Jean Schlumberger's Bird on a Rock.



At the Tiffany Townhouse, guests can work with designers to create bespoke renderings of pieces. Image courtesy of Tiffany & Co.

In another private salon, guests can work with designers to create bespoke renderings of pieces while another salon will be focusing on loose stones, showcasing everything from rare color gemstones to traditional Tiffany materials like tsavorite and tanzanite.

Above all, Tiffany & Co. is working to provide the ultimate interactive, tactile and personal experience.

Earlier this month, Tiffany & Co. unveiled an artistic makeover of its famous Blue Box through a collaboration with contemporary artist and sculptor Daniel Arsham.

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 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

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