

WATCHES AND JEWELRY

Tiffany & Co. celebrates history in crafting basketball trophies

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The ball features the collaboration's logo as well as the Wilson logo, in conjunction with Mr. Arsham's studio's signature "A" monogram and the Cavaliers "C" insignia. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

LVMH's **Tiffany & Co.** is garnering excitement for the upcoming NBA All-Star Weekend with a new partnership and popup.

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In its second partnership with artist Daniel Arsham, the pair will be hosting a popup with the Cleveland Cavaliers at the StockX Factory in downtown Cleveland. Held in the artist's hometown, the installation is a celebration of Tiffany's 160-year history of producing sports trophies as well as the art of the sport of basketball.

"Tiffany & Co. has created the Larry O'Brien trophy for the NBA for decades," Mr. Arsham said in a statement. "The link between basketball and Tiffany & Co. is clear and well established.

"As the creative director of the Cavs which is my hometown team as a Clevelander it's a special thing to be working with the team and Tiffany & Co., and to have the All-Star game in Cleveland this year."

A luxury layup

The popup serves as the ultimate destination for basketball fans.

A Tiffany & Co. X Arsham Studio half-court showcases the partnership's logo, set against a contemporary mirrored wall with a display of limited-edition basketballs designed by Mr. Arsham and created in partnership with sporting goods company Wilson.



The exclusive Tiffany & Co. X Daniel Arsham x Wilson basketball is retailed at \$575. Image courtesy of Tiffany & Co.

The ball features a collaborative logo as well as the Wilson logo, in conjunction with Mr. Arsham's studio's signature "A" monogram and the Cavaliers "C" insignia.

Visitors will also be able to view Tiffany's Larry O'Brien Championship Trophy that the Cavaliers won during the 2016 NBA Finals. The jeweler has crafted this sterling silver and 24k gold vermeil trophy since 1977 while designing and handcrafting other basketball trophies including the WNBA Championship Trophy and the NBA Finals MVP Bill Russell Trophy.

The exclusive Tiffany & Co. X Daniel Arsham x Wilson basketball is retailed at \$575. The piece will be available in limited quantities in the Cavs Stockroom, an interactive retail space featuring exclusive products curated by Mr. Arsham.

The ball will also be available at Tiffany & Co.'s Woodmere, Ohio location.

The popup is now open through NBA All-Star weekend which concludes with the highly anticipated game on Feb. 20.

The U.S. jeweler does not stop at basketball, however. Since the first Super Bowl in 1967, Tiffany has crafted the 22-inch silver Lombardi Trophy in a process that takes 72 man-hours over the course of four months ([see story](#)).

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