

WATCHES AND JEWELRY

Tiffany & Co. heads to London for next chapter of Vision and Virtuosity

April 4, 2022



The exhibition tracks Tiffany's leadership in fostering and selling a world-famous collection of jewels, driven by house ethos based on both vision and virtuosity. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is venturing across the pond for its new iteration of the "Vision and Virtuosity" exhibition.

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

Tiffany is bringing more than 400 objects from the house's archives to London's renowned Saatchi Gallery. The exhibition tracks Tiffany's leadership in fostering and selling a world-famous collection of jewels, driven by house ethos based on both vision and virtuosity.

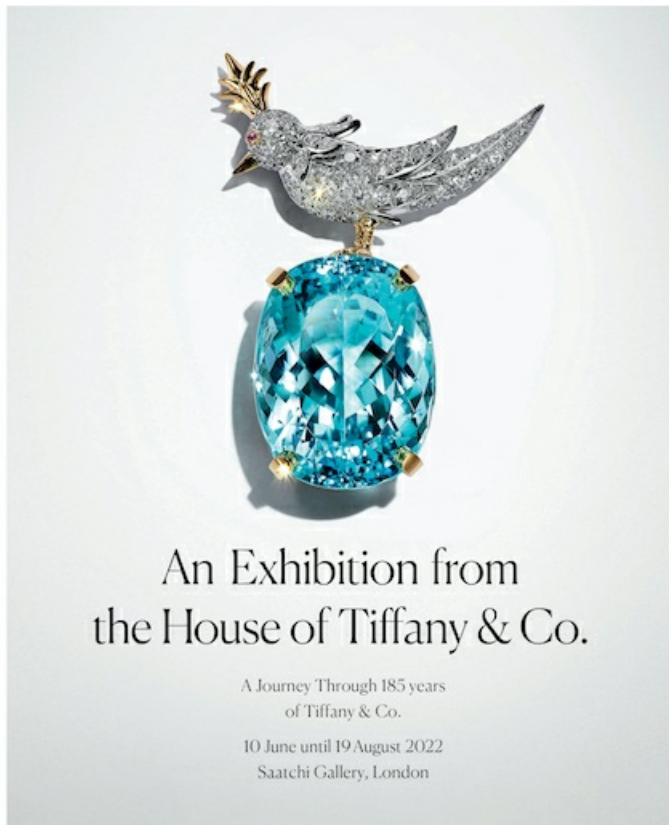
"Vision and Virtuosity' tells the extraordinary story of one of the oldest luxury jewelers, through its nearly 200-year history of pioneering creativity, legendary craftsmanship and sourcing of the world's most extraordinary diamonds and gemstones," said Anthony Ledru, president and CEO at **Tiffany & Co.**, in a statement.

"This exhibition perfectly captures our long-standing heritage in bridging tradition and modernity," he said. "We are thrilled to share the world of Tiffany & Co. and our unique high jewelry style with London."

Vision-driven jewels

Vision and Virtuosity is a visual collection that tracks Tiffany's extensive history, highlighting everything from archival high jewelry designs to beloved window displays, the brand's role in popular culture and more.

The exhibition, which began in Shanghai in 2019, celebrates the house's 185 years of history. At Saatchi Gallery, visitors will enjoy seven different chapters, separated by rooms, that illustrate and investigate themes inherent in the Tiffany foundation.



TIFFANY & CO.

At the Saatchi Gallery, visitors will enjoy seven different chapters, separated by rooms, that illustrate and investigate themes inherent in the brand's foundation. Image courtesy of Tiffany & Co.

Visitors can explore founder Charles Lewis Tiffany's legacy, while other sections will touch on the works of creative powerhouses behind the brand, including jewelry designers Jean Schlumberger and Elsa Peretti.

The third chapter is dedicated to Tiffany's annual Blue Book high jewelry collection, while the fourth room explores Tiffany's immense role in the world of love and commitment, reminding consumers that the jeweler introduced its groundbreaking Tiffany Setting engagement ring in 1886.

The fifth room is dedicated to *Breakfast at Tiffany's*, the sixth explores Tiffany's renowned diamond creations and the last space invites guests to view the 128.54-carat Tiffany Diamond. There is an accompanying catalog with the exhibition, which consumers will be able to purchase at the exhibition gift shop or at Tiffany's Bond Street location in New York.

"Since its inception, Tiffany & Co. has held a unique position within culture," said Alexandre Arnault, executive vice president of product and communications at Tiffany & Co, in a statement.

"Vision and Virtuosity' celebrates the House's most defining moments, showcases the incredible collection of archives and exemplifies why Tiffany & Co. is such an iconic brand."

As Tiffany looks back, the brand also looks forward, continuing to form partnerships with contemporary stars.

Last month, Tiffany made it clear it was going bold this spring with a new campaign featuring K-pop star Ros.

In a campaign by Mario Sorrenti in New York, the singer wears pieces from Tiffany's HardWear collection, including jewelry that will debut later this year. This is Ros's second HardWear campaign for the LVMH-owned brand ([see story](#)).