

WATCHES AND JEWELRY

Tiffany & Co. unveils trophies for inaugural Miami Grand Prix

May 6, 2022



The trophies highlight the house's dedication to thoughtful craftsmanship on a highly-anticipated stage. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. has introduced a new series of trophy designs for the first Formula 1 Crypto.com Miami Grand Prix.

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Tiffany has designed and handcrafted the first, second and third place trophies and a team trophy at its Rhode Island workshop. The trophies highlight the house's dedication to thoughtful craftsmanship on a highly-anticipated stage.

A grand trophy

The first Formula 1 Crypto.com Miami Grand Prix is a highly coveted event, with **CNBC** reporting that tickets in Miami are selling for thousands of dollars each. More than 300,000 fans and tourists are expected to flock to Miami for the event.

The inaugural Miami event is spread out over three days, beginning Friday, May 6.



The modern design is a result of more than 65 hours of expert silversmithing. Image courtesy of Tiffany & Co.

Tiffany's first-place trophy is made from 11.5 pounds of silver and stands at 20.75 inches in height. The modern design is a result of more than 65 hours of expert silversmithing.

The jeweler is known for crafting some of sports' most recognizable trophies, including the Lombardi trophy for the Super Bowl.

Other luxury brands are connected to the Miami Grand Prix as well, as IWC Schaffhausen hosted a golf event earlier this week, inviting popular ambassadors American football player Tom Brady and seven-time Formula 1 World Champion Lewis Hamilton, who will also be competing in the inaugural Miami race.

Earlier this week, Italian automaker Ferrari also launched a new boutique in Miami's Aventura Mall, which has been operating since April but is now set to have its official open right at the start of the event weekend.

Ahead of the race, Swiss watchmaker Tag Heuer has taken over the Miami Design District's Jungle Plaza in celebration of its partnership with the Oracle Red Bull Racing Team. As part of the outdoor installation, the watchmaker has a pop-up go-kart track ([see story](#)).

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