

WATCHES AND JEWELRY

## Tiffany & Co. reveals updated NBA trophies

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*The new Larry O'Brien trophy. Image courtesy of Tiffany & Co.*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. has reimagined a series of trophies as part of its longtime relationship with the National Basketball Association.

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Tiffany has worked with the league since 1977 to craft its top trophies, including the Larry O'Brien championship trophy for the NBA Finals. Ahead of this season's conference championship series, Tiffany has revealed six trophies that were refreshed in collaboration with artist Victor Solomon.

### Fresh hardware

In addition to the Larry O'Brien championship trophy, Tiffany and Mr. Solomon have updated the NBA Finals MVP award and the two conference champion trophies. The NBA is also introducing two conference finals MVP trophies.

Reflecting the league's appreciation for its history, the trophies have been named after NBA legends from its first 75 years.

The iconic Larry O'Brien trophy now has the basketball and net shifting forward, looking ahead to the NBA's future. Sterling silver has been added to emphasize the ball and net details, complementing the 24k gold vermeil.

The NBA Finals MVP will receive the Bill Russell trophy, which has been named after the 11-time champion since 2009. It is now finished in gold vermeil and silver masking, resembling the same style as the Larry O'Brien trophy.



*The NBA Finals MVP trophy (left) and Eastern Conference Finals MVP trophy (right). Image courtesy of Tiffany & Co.*

Going forward, the Eastern and Western Conference Championship trophies will be named after Bob Cousy and Oscar Robertson, respectively. The trophies are made of sterling silver and feature a silver basketball symbolically quartered to represent the four rounds of the NBA playoffs.

For the first time, the NBA will recognize the top players in the conference finals. Larry Bird and Magic Johnson whose rivalry defined the game in the 1980s will be honored as the namesakes for the Eastern and Western Conference Finals MVP trophies, respectively.

Just as the NBA Finals MVP trophy echoes the Larry O'Brien trophy, the Larry Bird and Earvin "Magic" Johnson trophies are similar to the conference championship trophies. They feature a sterling silver ball with a 24k gold vermeil net as its support structure, a nod to the Bill Russell trophy.

Last week, the LVMH-owned jeweler introduced a new series of trophy designs for the first Formula 1 Crypto.com Miami Grand Prix. Tiffany designed and handcrafted the first, second and third place trophies and a team trophy at its Rhode Island workshop ([see story](#)).