

WATCHES AND JEWELRY

Tiffany & Co. continues carving space in esports world with trophy designs

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Tiffany & Co. has designed The Summoner's Cup for the League of Legends World Championship in October. Image credit: Riot Games

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is once again going gaming, becoming the official trophy designer for League of Legends Esports' ultimate prize, The Summoner's Cup.

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The announcement came immediately after ticket sales were announced for the 2022 League of Legends World Championship. The trophy designed by Tiffany will make its global debut on Aug. 29.

"We are excited to continue our partnership with League of Legends Esports and the opportunity to be a part of the brand evolution for the world's most popular Esport," said Alexandre Arnault, executive vice president, product and communication at **Tiffany & Co.**, in a statement.

"Creating the Summoner's Cup is another important moment for Tiffany in the world of Esports and an exciting new chapter in our 160-year legacy handcrafting sports trophies."

Summoning greatness

Tiffany & Co. artisans put more than 277 hours, over four months, into the design of The Summoner's Cup.

The Tiffany & Co. Summoner's Cup will be gifted to the team that proves successful at the League of Legends World Championship in North America in October.

It is not the jeweler's first award design for the video game. As it has also designed the League of Legends Pro League (LPL) Silver Dragon Cup.

The iconic jeweler continues to diversify its trophy-designing portfolio.



Past championship trophies designed by Tiffany, including the NBA Finals MVP trophy (left) and Eastern Conference Finals MVP trophy (right). Image courtesy of Tiffany & Co.

In May, Tiffany & Co. reimagined a series of trophies as part of its longtime relationship with the National Basketball Association. Tiffany has worked with the league since 1977 to craft its top trophies, including the Larry O'Brien championship trophy for the NBA Finals ([see story](#)).

Also in May, Tiffany & Co. 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](#)).

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