

WATCHES AND JEWELRY

Tiffany offers immersive installation honoring Lock collection

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The installation features a metal padlock sculpture and two facial profiles facing each other, connected through a lock-inspired arch. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is looking to lock in some consumer interest with its latest installation.

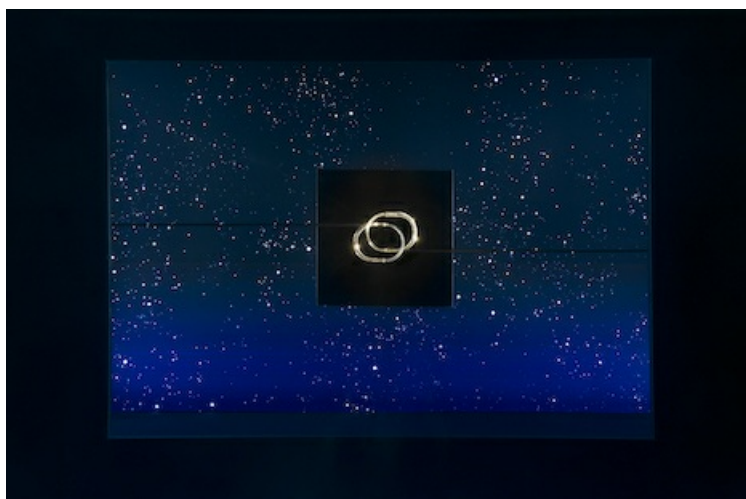
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The latest iteration of Tiffany Flagship Next Door is looking to bring shoppers into an immersive world that celebrates Tiffany's Lock collection. The hypnotic space is a collaborative effort from the jeweler and artist Francesco Vullo, which highlights the functionality and elegance of the Lock collection.

Locking in installation plans

The Lock collection was introduced in August, with bangles available in 18-karat white, yellow or rose gold.

Upon entry, visitors will be greeted with midnight-blue colorways, with the roof of the installation serving as a star-filled sky, illuminating the entire space. The Tiffany Flagship Next Door holds an immersive pop-in with doors of an LED wall that open in an enchanting, inviting fashion.



The space's symbols represent unity and interconnectedness. Image courtesy of Tiffany & Co.

Mr. Vullo and Tiffany crafted a metal padlock sculpture and two facial profiles facing each other, connected through a lock-inspired arch. This serves as symbol of unity and interconnectedness.

The space also includes a kinetic sculpture by BREAKFAST Studio, a robotic kinetic art studio based in New York.

Within the space, visitors are invited to try on the new Lock bangles and to work with Tiffany experts for desired styling. Personalization with hand engraving is also available.

The installation is available at The Tiffany Flagship Next Door through Nov. 1.

Tiffany & Co. firmly believes in crafting immersive experiences when educating consumers on its current offerings and heritage.

Last September, Tiffany & Co. Unveiled its 2021 Blue Book Collection in a showcase on the Upper East Side.

The jeweler's immersive experience privately showcased more than 100 new designs for the new fine jewelry collection, hosted in the Tiffany Townhouse's five floors. More than just a straightforward showcase of the new collection, guests were invited to engage with the brand on a more intimate level, discussing house craftsmanship on an intimate level ([see story](#)).

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