

JEWELRY

Tiffany & Co. reveals Fifth Avenue flagship transformation

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Just a few short years after its acquisition, Tiffany & Co. adds a contemporary architectural feat to a company portfolio of more than 300 retail stores worldwide. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is celebrating the culmination of a major renovation, the luxury retail institution's first at "57th and Fifth" since the store's establishment in 1940.

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After pausing retail operations at the location in 2019, a 10-story, 110,000-square-foot space resurfaces with a new name to match. "The Landmark" features never-before-seen jewels, one-of-a-kind artworks and eye-catching elements, and has become one of Manhattan's largest stores upon reveal.

"The reopening of the iconic Fifth Avenue Landmark is a major milestone for our house," said Anthony Ledru, president and CEO of **Tiffany & Co.**, in a statement.

"Symbolic of a new era for Tiffany & Co., The Landmark is much more than a jewelry store it is a cultural hub with an exquisite showcase of architecture and superior hospitality, as well as cutting-edge art and design," Mr. Ledru said. "It sets a new bar for luxury retail on a global scale."

Fifth Ave first

In just a few short years since its acquisition ([see story](#)), Tiffany & Co. now adds a collaborative contemporary feat to a company portfolio of more than 300 retail stores worldwide.

Upon entry onto the main floor, visitors are immediately immersed in luxury with a touch of culture, as the shop's caseline layout references those seen in the 1961 American romantic comedy classic, *Breakfast at Tiffany's*.



The shop's baseline layout references those seen in the 1961 American romantic comedy classic, [Breakfast at Tiffany's](#). Image credit: Tiffany & Co.

Taking a formation that mimics the sharp edges of a diamond, an expansive, end-to-end ceiling skylight exposes rows of gemstones and jewelry cases to the outside sun, playing to the sparkle factor of the inventory at hand.

The setup will soon enclose a few exclusive, forthcoming diamond watches, limited-edition home objects and eyewear picks commemorating the brand's milestone retail moment.

The space is also now home to the largest collection of Tiffany High Jewelry in the world, stationed on the seventh floor, the building's topmost selling level. The label's mainstay, the yellow 128.54-carat Tiffany Diamond worn by superstar Beyoncé in a breakout 2021 campaign ([see story](#)), will appear encased in a special exhibition vitrine upon opening.



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The Tiffany Blue Basquiat from said campaign is also on display.

In fact, The Landmark is home to nearly 40 commissioned pieces ranging from works by American painter Julian Schnabel, to those of more contemporary artists including Damien Hirst, Rashid Johnson and Daniel Arsham.

While the second floor is reserved for the building's 150 associates and counting, a third story embraces Love & Engagement a set of "undulating transparent balustrades adorned with rock crystal" as the brand puts it, forming a spiral staircase inspired by the designs of famed house creator Elsa Peretti also begins here.

The building's next few levels showcase Tiffany & Co.'s gold collections and sterling silver designs. In-store

engraving and personalized stamping for the brand's iconic blue boxes will be made available on floor five.

Tiffany & Co.'s latest unveiling involves The Blue Box Cafe, whereby New York's Michelin-starred chef Daniel Boulud curates a seasonal daytime menu that folds in breakfast and tea, found on floor seven.

Yet another artist, architect Peter Marino is responsible for designing The Landmark's revamped interiors.



Staring at floor three, a spiral staircase is inspired by the designs of famed house creator Elsa Peretti. Image credit: Tiffany & Co.

The go-to talent for upscale retail turnouts has worked on a variety of high-profile openings, from French fashion house Dior's 30 Avenue Montaigne ([see story](#)) to French fashion house Chanel's 18 Place Vendme ([see story](#)). Mr. Marino has also been looped in on one-offs, showcasing his skills with the likes of French fashion label Louis Vuitton ([see story](#)).

Meanwhile, headed by partner Shohei Shigematsu, leading international architectural firm OMA New York helmed renovations of the building's core and circulation infrastructure. Dubbed the "diamond on the roof," the firm is primarily responsible for the three-story glass addition installed above the original building, replacing the office space added in 1980.

Retail floors aside, the cubic space is VIP-focused, containing a private dining area and bar with art installations, plus dedicated museum and exhibition spaces, which are also housed on-site.

New York's crown jewel. An icon reborn. Introducing The Landmark at 727 Fifth Avenue. Are you ready to let your imagination take flight? Discover more: <https://t.co/SwBwxjj2PZ>
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The opening marks holding company LVMH's most expensive single-brand store project, per reports from *Bloomberg* that place the conversion at a cost estimate totaling at least \$250 million. Builders note that The Landmark is tracking toward obtaining WELL Platinum and LEED Gold certifications.

Following a special opening event slated for April 27, Tiffany & Co. will officially open to the public on April 28.