

JEWELRY

## Tiffany & Co. opens newly-renovated Tokyo flagship

July 10, 2023



Open 10:30 a.m. to 8 p.m. daily, the three-story boutique houses classic and never-before-seen pieces alike. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is celebrating a fresh revamp.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

In Tokyo, the Ginza flagship has undergone an extensive renovation. Now, the boutique is open, housing classic and never-before-seen pieces alike.

Tokyo takeover

The Ginza flagship has stood since 1996, serving as an outpost in Japan for the American company.

Located in the center of Tokyo, the store spans three floors. Each story is chock-full of heritage jewels from the Tiffany Archives, popular designs and items that have never been shown to the public.

Since 1996, our Ginza flagship has stood proudly in the heart of Tokyo. Today, we begin a new chapter with the opening of our renovated store. Discover three stories of iconic **#TiffanyAndCo** designs and never-before-seen wonders. More: <https://t.co/pM8k7Ykt0k> #  
[pic.twitter.com/KNVvLSGR9t](https://pic.twitter.com/KNVvLSGR9t)

Tiffany & Co. (@TiffanyAndCo) **July 9, 2023**

Altogether, the effect sees a fusion of the brand's 186 years in business and modern shopping preferences.

Tiffany & Co. recently took on this marriage in New York City, renovating the fifth avenue flagship and making a big splash in the process ([see story](#)). Other luxury brands are following suit, upping the engagement factor within in-person touchpoints as the demand for immersive marketing rises among consumers.

The Ginza space embraces the trend through artistic touches, including pink-splattered walls of original paintings, mirror mosaics and glittering crystal chandeliers modern, sculptural lighting fixtures hang from the ceilings in

sunburst shapes.

The faade, designed by Kengo Kuma and Associates, has imagery projected onto it for the opening that matches the interior paintings done by English artist Damien Hirst.

In celebration of this completed renovation, Tiffany & Co. invited a slew of celebrities and house friends to mark the occasion, including a range of luxury favorites, such as Japanese model Ai Tominaga.

In June 2023, the talent collaborated with Japanese jeweler Mikimoto for the "Love Pearls" campaign alongside a selection of other stars ([see story](#)).

A behind-the-scene look at our opening party in celebration of the reimaged Ginza flagship in Tokyo. Discover more: <https://t.co/mX29TyWw73> #TiffanyAndCo #pic.twitter.com/SkFDxTAgIG  
Tiffany & Co. (@TiffanyAndCo) July 9, 2023

A past tap for Italian fashion house Giorgio Armani ([see story](#)), Japanese actor Ayaka Miyoshi showed up for Tiffany & Co.'s grand opening as well, wearing a more than 100 carats diamond necklace from the brand.

Japanese actors Shinobu Terajima, Yudai Chiba, Haruka Kinami and Keita Machida were also in attendance.

---

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.