

JEWELRY

Tiffany & Co., US Open push partnership forward

September 6, 2023



To celebrate 36 years of handcrafted congratulations, Tiffany & Co. is engraving trophies on-site, immediately following players' victories. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is strengthening its relationship with a popular sporting event.

As the official trophy-making partner of the US Open since 1987, the company has now signed a multiyear renewal, in the interest of extending its agreement with the tennis competition. To celebrate, a range of branded activations and experiences are taking place at the competition and, for the first time ever, Tiffany & Co. is hand-engraving champions' keepsake trophies on-site, immediately following their victories.

A winning pair

For the past 36 years, all US Open trophies have been handcrafted by a team of Tiffany & Co. artisans. On average, each of these creations takes five months to finish.

On top of the heirloom cup that victors will see made in the moment this year, the jeweler will continue to churn out the awards for Men's and Women's Singles, and Men's, Women's and Mixed Doubles.

For this year's annual New York tournament, the brand is also hosting an immersive space, filled with Tiffany Blue tennis balls, glittering rackets woven with gems and of course, trophies.

Discover our immersive activation at the 2023 US OPEN in celebration of our history with the United States Tennis Association and our 160-year legacy of crafting victory. Discover more: <https://t.co/C4ZYH0qNg4> #CraftingVictory #TiffanyAndCo pic.twitter.com/bb5Y6ZdDAK

Tiffany & Co. (@TiffanyAndCo) **September 1, 2023**

The Tiffany & Co. booth provides an interactive touchpoint wherein fans can engage with both the luxury label's identity and the partnership at play, all while getting up close to the handiwork that makes the much sought-after cups possible.

The jeweler is additionally rolling out a gender parity commemoration, set to commence this season.

For the last 50 years, the US Open has adapted a system that doles out the same amount of prize money to all winners, regardless of gender.

Now, in observance of the update, Tiffany & Co. is dedicating new awards for Lifetime Achievement and Leadership a duo of bespoke trophies backs the update to two female nominees, who will receive either honor at the inaugural Champions of Equality event on Sept. 7, in alignment with the Women's Semifinals.

The US Open ends this Sunday, Sept. 10. Nevertheless, brands amid the high-end segment seem to have kept just as busy as the tournament's players.

A range of names have been putting forth their own festivities for the sporting extravaganza, from U.S. fashion group Ralph Lauren's fashion-forward approach ([see story](#)) to hospitality leader InterContinental Hotels Group (IHG) granting attendees chances to compete with one another off the court ([see story](#)).

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