

JEWELRY

Tiffany & Co. promotes opera house takeover in Paris

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In ads shot by French photographer Paul Rousteau, the Tiffany & Co. Sixteen Stone ring appears stretched across the faade of the Opra Garnier in Paris. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is bringing a diamond-studded creation to life in the City of Light.

Images of Tiffany & Co.'s Sixteen Stone ring shot by French photographer Paul Rousteau cropped up in the country last week, draped across the faades of the Opra Garnier and situated in the same square where the brand opened its first Paris boutique a century ago, in 1910. Continuing a partnership with the artist that started at The Louvre in January 2023, Tiffany & Co. launched the promotional activation on Sept. 29, 2023, in alignment with Paris Fashion Week 2023.

"When Tiffany asked me to showcase the Sixteen Stone ring on the faade of the Opra Garnier, I immediately thought of movement, of dance," said Mr. Rousteau, in a statement.

"The faade of the Opra proud, rich and imposing begins to dance, free and light, around a sacred ring," he said.

"This ring, with its magical powers, magnetizes the most beautiful monument in Paris."

Diamond-backed

Like his museum work which surfaced at the beginning of this year ([see story](#)), Mr. Rousteau's latest update plays with optical illusion and covers the face of the 1,979-seat opera house almost entirely.

For the project, the creative depicted the surface of the structure bending in a way that made room for a massive picture of a Sixteen Stone ring.



The diamond rings are the products of late Tiffany & Co. designer Jean Schlumberger, who made a name for himself fusing fashion and jewelry. Image credit: Tiffany & Co.

The product at the center of the effort was first concocted in the 1950s by the late Tiffany & Co. designer Jean Schlumberger, whose signature can be found on its metal curvature.

The Sixteen Stone ring's 16 diamonds are set with gold cross-stitches, inspired by Mr. Schlumberger's roots in the textile industry.

The installation was put up late last month and is officially the company's third artistic site in the French capital since October 2022, when the jeweler put a digital and interactive cube in Centre Pompidou that was reminiscent of the famed Tiffany Blue Boxes.

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