

JEWELRY

Tiffany & Co. to drop Pokmon exclusives at NYC, Tokyo flagships

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Tiffany & Arsham Studio & Pokmon launches online on Nov. 29, reaching select markets in-store next month. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is continuing its collaboration with American artist Daniel Arsham.

Together, the two parties are releasing a nine-piece capsule in partnership with The Pokmon Company, the Japanese animated series brought to life by fine jewelry. The special-edition items will be available in December 2023 at the Tiffany & Co. Landmark in New York City and at the Omotesando store in Tokyo, available to shop for a limited time starting Nov. 29 at [Tiffany.com](https://www.tiffany.com) in North America and Japan only.

"With my latest project with Tiffany, we've recontextualized Pokmon a nod to my 2022 A Ripple in Time project in Tokyo to orchestrate a new narrative," said Mr. Arsham, in a statement.

"With Pokmon and Tiffany, itself, there's a sense of cultural permanence about each."

"Gotta catch em all"

The Tiffany & Arsham Studio & Pokmon collection reconceptualizes Mr. Arsham's exhibition "A Ripple in Time," which debuted in Japan last year, showcasing a variety of Pokmon-themed art pieces in the creative's signature style.

His "Future Relics" aesthetic, which reimagines ordinary objects as the archaeological discoveries of tomorrow, defines the look and feel of Tiffany & Co.'s regional release.



Available in oxidized sterling silver, the collection takes after the artist's "Future Relics" aesthetic. Image credit: Tiffany & Co.

The launch includes nine jewelry designs ranging in representations of the classic Pokmon crew.

Mainstay Pikachu is depicted in a diamond-laden 18-karat yellow gold option, the detail nodding to the character's iconic yellow shade, also arriving in an oxidized sterling silver with diamond accents.

This pendant is available in two sizes, one larger than the other.

The program's supporting cast Charmander, Squirtle, Jigglypuff, Cubone and Mew are among the pendants available in oxidized sterling silver, additionally featuring diamonds.



A Tiffany Blue Pok Ball holds gold Pikachu pendants. Image courtesy of Tiffany & Co.

Playing off the highly collectible nature of the base brand, capsule packaging takes the shape of a Tiffany & Arsham Studio & Pokmon Blue Box, while a Tiffany Blue Pok Ball holds gold Pikachu pendants.

Other historic brands such as French crystal maker Baccarat ([see story](#)) and French fashion label Balmain ([see story](#)) have previously partnered with Pokmon, applying heritage know-how to the contemporary pop culture staple.

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