

WATCHES AND JEWELRY

Tiffany & Co. showcases archival designs in Seoul

November 19, 2025



The maison is spotlighting key creations from its past 188 years of operation. Image credit: LVMH

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is looking back to its founding for a new exhibition.

This month, the brand launched “With Love, Seoul,” a celebration of its nearly 200-year history as a luxury house. Running through Dec. 14 at the Lotte World Tower Arena Plaza in the Korean capital, the showcase includes archival Tiffany & Co. pieces and decorative objects from a selection of renowned designers.

Venturing into the vault

Inside the space, more than 60 items from The Tiffany Archive are available for public viewing.

Among these fine pieces are those created by acclaimed designers Charles Lewis Tiffany, Louis Comfort Tiffany and Jean Schlumberger. A selection of masterpieces, specifically the Hedges and Flowers necklace, the Trophe de Vaillance and Fleur de Mer clips and the Bird on a Rock brooch, are on display, with the group elevated as a selection of moments that made the maison a household name.



The space also looks to connect the brand to Seoul's culture. Image credit: LVMH

Alongside the jewelry, Tiffany & Co. is hosting an interactive installation by Korean-Canadian artist Krista Kim. The artwork measures each visitor's heartbeat and transforms it into a visual feast for the eyes; the creation pays tribute to the brand's tagline of “making hearts beat faster since 1837.”

Entrance into “With Love, Seoul” is by reservation only, with spots available exclusively in advance on a first-come, first-served basis via [Naver](#). Spots range from 10:30 a.m. to 7:30 p.m.

Earlier this month, the brand launched its holiday 2025 campaign, which features British-American actress and house ambassador Anya Taylor-Joy ([see story](#)).

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