

IN-STORE

Tiffany celebrates New York SoHo store opening with artist-curated display

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By RACHEL LAMB

Jeweler Tiffany & Co. is celebrating the opening of its SoHo store in New York by allowing artists to create images of what they believe true love to be on the hoarding that is surrounding the storefront.

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Throughout the summer, the artists will add to the hoarding to create murals inspired by True Love. Tiffany is likely tapping into the character of the SoHo neighborhood and the general brand image for this display.

“For 175 years, Tiffany & Co. has been home to artists, craftsmen and designers who create objects of unparalleled beauty, true works of art that have come to embody individual’s deepest emotions and, in particular, true love,” said Carson Glover, group director of worldwide media for **Tiffany & Co.**, New York.

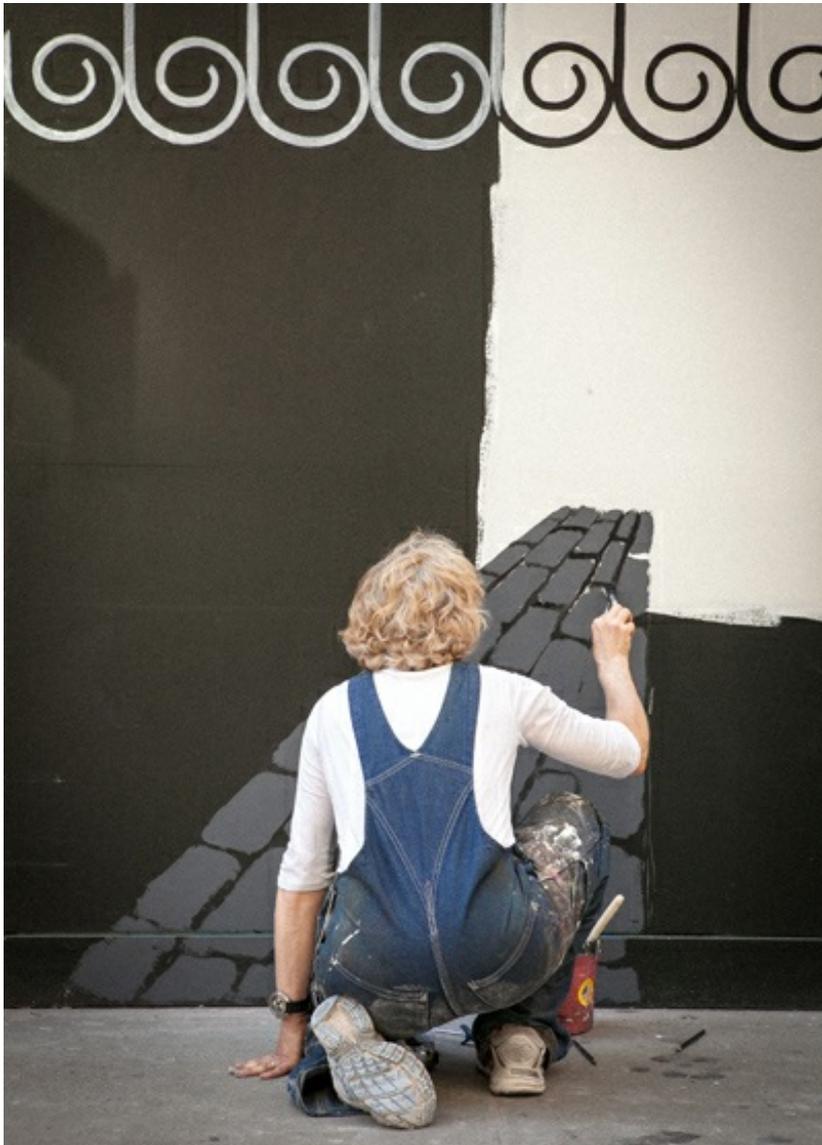
“True love is at the heart of Tiffany, spectacular diamonds and jewels that symbolize life’s most important moments, a recognition of a couple’s lifetime together,” he said. “It was this idea of true love that we asked these four talented artists to interpret.

“The result is blank canvases transformed into beautiful works of art, to delight passersby, for us all to enjoy while the construction is completed.”

Different strokes

There are four artists who are participating in this effort: Danielle Dimston, Ellis Gallagher, Danny Roberts of Igor + Andre and Natasha Law.

Each artist's work will be on display for two weeks. Ms. Dimston went first and showed her interpretation of love through a journal approach using pictures and text.



Ms. Dimston's display

Mr. Gallagher updated the storefront property with his characteristic raindrop-shaped characters, inspired by the five categories of love by the ancient Greeks, according to Tiffany.



Mr. Gallagher's interpretation

Mr. Roberts will go next and Ms. Law will close out the exhibit, which will lead the store and narrative right into Fashion Week.

Tiffany actually had a store in SoHo in the 1850s, so the brand thought that it was important to pay homage to its roots.

“It was important that Tiffany honor this neighborhood we are lucky to call home again,” Mr. Glover said.

“Being one of New York's most historic arts districts, the SoHo location was the perfect venue for us to add color and texture to our hoarding as we eagerly await the opening of our third store location in New York later this summer,” he said.

Window to the brand

Many luxury marketers are using interesting and intriguing store windows and storefronts to bring customers inside.

In fact, storied window displays that combine art with apparel and accessories while steering clear of technology will attract locals and tourists to flagship locations and meet the evolving tastes of affluent consumers ([see story](#)).

Luxury brands should examine their target audience before crafting a window display and often a combination of art and fashion will help reach nearby affluent consumers as

well as tourists.

Experts agree that technology is not imperative for a successful window display since this is a rare opportunity for brands to showcase the physical attributes of their products.

Tiffany's True Love campaign is pushing a lifestyle that aligns consumers with the brand products. By creating a mural based on this, Tiffany is literally translating its image and values into a place where everyone can see.

"Most retail locations and boutiques in SoHo have a connection with the artistic community, so the drawings and artwork curated from various artists that can be found on the Tiffany SoHo installation is an opportunity to connect with SoHo's current clientele," said Dalia Strum, president of Dalia Inc., New York. "This approach embraces the essence of the SoHo community by displaying its connection with the arts.

"Art is more valuable when it is one-of-a-kind or limited-edition to create exclusivity for the buyers, which is a similar concept for luxury," she said. "The more mass-available items there are for the mainstream consumers, the stronger the demand is from consumers looking for individuality and an opportunity to express themselves through their possessions."

Final Take

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