

IN-STORE

Tiffany flaunts “The Great Gatsby” collaboration with Roaring ‘20s-inspired windows

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By TRICIA CARR

Jeweler Tiffany & Co. transformed its New York flagship store to show off its collaboration with the 2013 film adaptation of F. Scott Fitzgerald's “The Great Gatsby.”

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Luxury Daily

Tiffany worked with the film’s Academy Award-winning costume and production designer Catherine Martin to create this year’s Blue Book windows in which items from The Great Gatsby Collection and other one-off pieces are displayed. The brand announced in 2011 that it was working with Ms. Martin to provide exclusive jewelry pieces inspired by its archives for the characters to wear in the film.

“We started quite some time ago just talking about the idea of the windows, and we were inspired by the film and the art direction of Baz [Luhrmann,]” said Richard Moore, vice president of creative visual merchandising at **Tiffany & Co.**, New York.

“We worked with incredible craftspeople on these windows,” he said. “We worked to make the most incredible chandeliers and all of the craft beading.

“They put more than 150,000 craft beads in these windows, and they are all meticulously hand strung, so it was a real labor of love.”

All that jazz

Tiffany is tapping the excitement for Mr. Luhrmann's "The Great Gatsby" to draw foot traffic to its flagship boutique and to market its Jazz Age-inspired collections such as Tiffany Jazz, The Great Gatsby Collection, Ziegfeld Collection and Tiffany Legacy Collection.

The window display comprises five scenes that feature décor and props reminiscent of the party scenes in F. Scott Fitzgerald's story such as grand crystal pillars and glass bubbles.

The first window contains a four-tier stack of Champagne coups that are overflowing with bubbly liquid. Hanging on the glasses are pairs of Tiffany chandelier earrings.

Jay Gatsby's monogram is shown on the wooden floor of the display.



Window

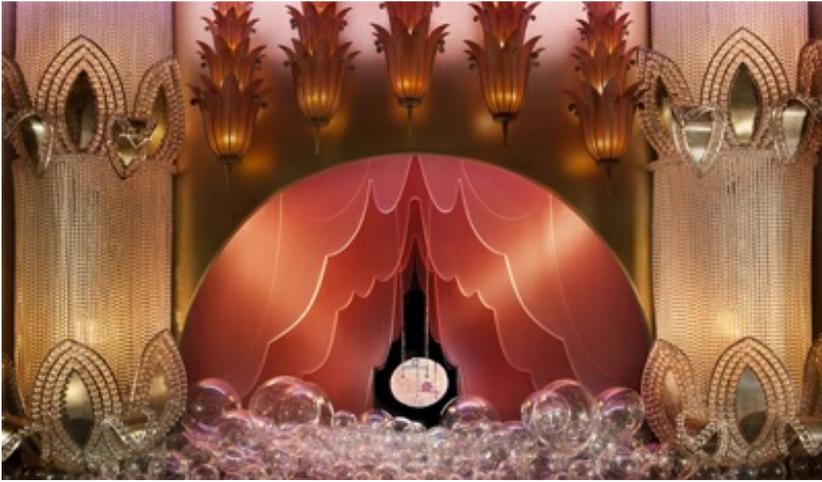
Next, the second window shows two crossed white, sculptured hands that seem to float among glass bubbles. Each hand holds a filled Champagne coup and is decorated with a pearl-and-diamond hand ornament from The Great Gatsby Collection.

Above the hands are five miniature crystal chandeliers.



Window

The third window was inspired by Ziegfeld Follies performances and the stage at New York's Radio City Music Hall, per Tiffany. A diamond floral ring sits atop a swing in the spotlight with period performance stage behind it.



Window

The next window features the The Savoy diamond headpiece from The Great Gatsby Collection, which floats against a night sky with animated fireworks.



Window

The last window features a city skyline etched from sculpted glass with ropes of pearls hanging off the top of a building.



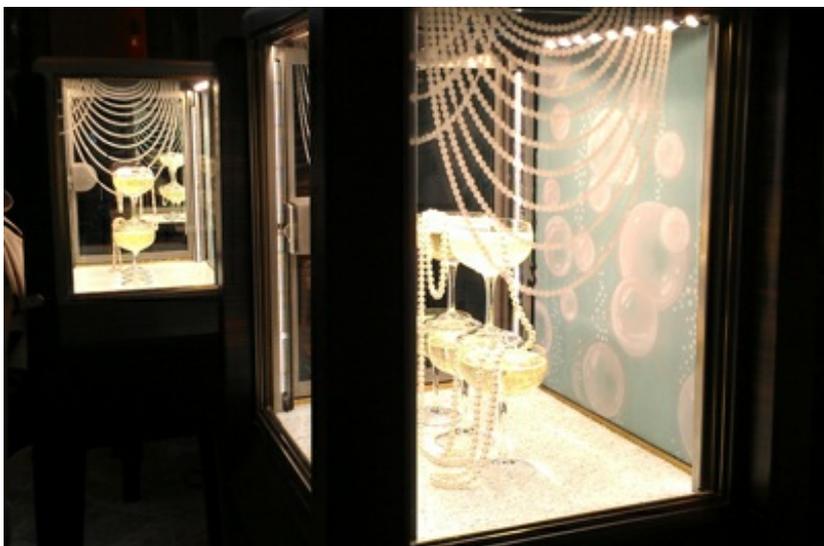
Window

To complement the windows, Tiffany covered the outside of its New York flagship boutique with 45-foot-high appliqué designs that resemble art-deco fountains.



Appliqué

Inside the store, other Jazz Age-inspired pieces are shown in glass-enclosed displays, some of which feature similar props to the windows.



In-store displays

Gatsby-approved

Tiffany is in the midst of another campaign that shows off its classic designs and relevancy through the decades.

Today, the jeweler unveils its entire 2013 Blue Book Collection, an annual tradition that showcases one-of-a-kind pieces.

Tiffany began to reveal pieces from the collection exclusively to its Facebook community in a daily campaign. Each weekday, the brand gave its fans an up-close look at one piece on a Facebook application ([see story](#)).

The Great Gatsby collaboration helped to shape the Blue Book window display likely so that Tiffany could tie-in with a Hollywood event and gain attention.

The brand held launch events at its flagship store April 17 to unveil the windows and get New Yorkers excited for its Jazz Age-inspired collections.

Over breakfast, Mr. Luhrmann, Ms. Martin and Mr. Moore discussed the new windows and Tiffany's role in the film.



Event

“The amount of work that goes into a window is sometimes just like making a movie,” Ms. Martin said.

“What Richard and his team do, and what people don’t know, is that they are up for four nights in a row, because they need to install everything during the night and he was still smiling every evening and every morning that I came,” she said.

Below are photographs from the New York Breakfast at Tiffany event.



Outside of Tiffany's flagship store



Photography tent

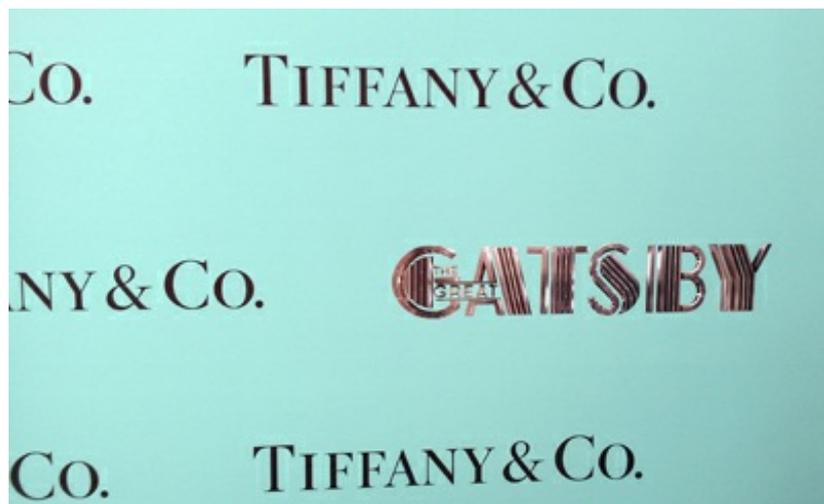


Photo backdrop



Outsiders looking in



Photographer



Window



Window



Window



Entrance



Breakfast at Tiffany

Final Take

Tricia Carr, associate reporter on Luxury Daily, New York

