

TIFFANY

UNDER STRICT EMBARGO UNTIL JANUARY 21st 2020

**TIFFANY & CO. OPENS EUROPE'S FIRST BLUE BOX CAFE AT HARRODS,
KNIGHTSBRIDGE**

LONDON, ENGLAND – For those who have always dreamt of having *breakfast at Tiffany*, the company is delighted to announce the opening of The Tiffany Blue Box Cafe at Harrods, Knightsbridge for a limited time. The cafe experience, which will be the first in Europe, will open its doors in February 2020.

Located on the Lower Ground Floor of the luxury shopping location, the cafe features a striking interior décor which mirrors that of the famous Blue Box Cafe in the Tiffany flagship store on Fifth Avenue in New York City, with unique design touches created exclusively for the Harrods location. The brand's iconic shade of Tiffany Blue® will be infused throughout the cafe, creating the illusion of dining inside one of Tiffany's famed Blue Boxes. The interiors will pay homage to Tiffany's heritage of craftsmanship and its greatest source of inspiration—nature itself—with striking amazonite stone features and hand painted Tiffany's Flora and Fauna motif. All this is seen alongside playful and unexpected touches and elegant finishes, quintessential to the core of the Tiffany brand, which has celebrated everyday luxury and championed beauty and joy for over 180 years.

"We are excited to introduce The Tiffany Blue Box Cafe in Europe and it seems only fitting to do so at Harrods, one of the world's most iconic department stores. We have a long-standing presence in London and by introducing The Tiffany Blue Box Cafe here, we offer our customers in this city yet another way to immerse themselves in the world of Tiffany," said Richard Moore, divisional vice president, Global Store Design and Creative Visual Merchandising, Tiffany & Co.

Guests can expect a memorable experience, surrounded by Tiffany jewels while enjoying an exclusive menu made with the highest quality, locally sourced ingredients. The menu is a refined and playful take on contemporary cuisine, with set breakfast, afternoon tea and dinner menus available.

& Co.

Harrods

FOR FURTHER INQUIRIES, PLEASE VISIT PRESS.TIFFANY.COM

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Notable dishes will include The Central Park Salad, The Big Apple, The Tiffany Bird's Nest and The Blue Box Celebration Cake. Dishes will be served on the Tiffany & Co. 'Color Block' bone china, as part of a beautiful Tiffany tablescape. Tiffany's Home & Accessories collection and elevated Everyday Objects will also be available for purchase at Harrods, for those who want to bring a little bit of the Tiffany's dining experience home with them.

The Tiffany Blue Box Cafe at Harrods opens in February 2020. For bookings please call the Harrods reservations phone number: [+44 \(0\) 20 72256800](tel:+442072256800)

About Tiffany & Co.

In 1837, Charles Lewis Tiffany founded his company in New York City where his store was soon acclaimed as the palace of jewels for its exceptional gemstones. Since then, TIFFANY & CO. has become synonymous with elegance, innovative design, fine craftsmanship and creative excellence. During the 20th century its fame thrived worldwide with store network expansion and continuous cultural relevance, as exemplified by Truman Capote's *Breakfast at Tiffany's* and the film starring Audrey Hepburn.

Today, with more than 14,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories—including more than 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its commitment to superlative quality.

The Company operates more than 300 TIFFANY & CO. retail stores worldwide as part of its omni-channel approach. To learn more about TIFFANY & CO. as well as its commitment to sustainability, please visit www.tiffany.uk.

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Harrods

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About Harrods

Harrods began as a wholesale grocer and tea merchant in east London, first opening its doors in 1834. Since then, it has grown to become the world's most famous department store, known for its unrivalled range of luxury merchandise. As well as exclusive brands and myriad departments, one of Harrods' most renowned attributes is its unparalleled service. Harrods continues to be guided by its philosophy of "anything is possible" and, to this day, our customers remain at the heart of everything we do.

[Harrods.com](https://www.harrods.com)

& Co.

Harrods

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