

TIFFANY & Co.

Tiffany & Co. Unveils Immersive Pop-up Store on Avenue Montaigne in Paris

PARIS, FRANCE (May 31, 2022)—Today, Tiffany & Co. unveils its newest address in Paris at 34 avenue Montaigne, bringing an immersive shopping experience to the heart of the 8th arrondissement. Clients can discover the House's exceptional savoir-faire, renowned gemstones and signature collections. The Tiffany & Co. pop-up will also feature a curated exhibition experience showcasing historic objects from The Tiffany Archives.

"The love affair between Tiffany & Co. and Paris has been ongoing for nearly 200 years, from the earliest moments in the House's history. The new Paris pop-up store is a modern embodiment of this important relationship," says Anthony Ledru, Chief Executive Officer, Tiffany & Co. *"It represents an innovative approach to Parisian shopping and a forward-thinking vision of experiential retail."*

Upon entering, clients become immersed in a unique Tiffany & Co. world with modern jewelry displays and contemporary accent walls inspired by Louis Comfort Tiffany's famous leaded-glass lampshades. A sense of balance in textures and patterns lends to an inspiring space that feels at once elegant and inviting in each of the store's three rooms. Clients can shop the House's signature designs from coveted jewelry collections including Tiffany T1, Tiffany City HardWear, Tiffany Knot and Tiffany Victoria®, as well as designs by Elsa Peretti® and High Jewelry masterpieces by Jean Schlumberger, in addition to experiencing the exhibition displays throughout the space.

Tiffany's presence in Paris dates to 1841, when founder Charles Lewis Tiffany's partner John B. Young came to the City of Lights on a buying trip where he discovered a variety of French-made curiosities, jewelry and objects to sell back in New York City. Nine years later, in 1850, Tiffany and Young opened a buying office in Paris on rue de Richelieu, then in 1887, Charles Lewis Tiffany famously purchased a significant portion of the French Crown Jewels—further solidifying the House as the most important American jeweler. Through its endeavors in Paris, Tiffany & Co. became one of the most recognized jewelers in the world, garnering international renown from its displays at the *Expositions Universelles*, where, for several years, its sparkling jewels received the highest honors.

The Tiffany & Co. pop-up on avenue Montaigne will, for one year, feature a rotating selection of historic jewels and objects curated by Alba Cappallieri; the first celebrating the Tiffany and Paris love story. Among the masterpieces are remarkable creations by George Paulding Farnham—the House's Chief Jewelry Designer from 1885 to 1908—including an impressively realistic enamel orchid brooch and a perfume bottle in gold and rock crystal set with precious gemstones that Tiffany & Co. presented during the *Expositions Universelles* of Paris in 1889 and 1900, respectively. Also on display is a delicate bracelet with gold threads that are enhanced with diamonds and pearls, evoking a ribbon of airy lace. The bracelet caught the attention of Annie Olivia Tiffany, daughter of founder Charles Lewis Tiffany, who acquired it when she visited the jeweler's Parisian boutique located at 36 bis avenue de L'Opérain in 1866. A centerpiece of this pop-up exhibition experience is the original catalogue from the auction of the French Crown Jewels—a testament to the longstanding relationship between Tiffany & Co. and Paris.

The Tiffany & Co. pop-up was designed in partnership with renowned architectural firm, The Office for Metropolitan Architecture (OMA). The location at 34 avenue Montaigne will be open from May 2022 until May 2023.

About Tiffany & Co.

Tiffany & Co., founded in New York City in 1837 by Charles Lewis Tiffany, is a global luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 13,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Nearly 5,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company's own workshops, realizing the brand's commitment to superlative quality.

For further inquiries, please visit press.tiffany.com

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Tiffany & Co. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity and inclusion, and positively impacting the communities in which it operates. To learn more about Tiffany & Co. and its commitment to sustainability, please visit [tiffany.com](https://www.tiffany.com).

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