



Fifty Years of the Bone Cuff

“Peretti creates jewelry and decorative objects that reflect her poetic sense of beauty, her wild imagination, her perfect sense of proportion, her passion for craftsmanship and her abiding confidence.”

—MARION FASEL, JEWELRY HISTORIAN



When Elsa Peretti burst onto the New York City social scene as a model, it was a hotbed of creativity, progressive art and nightlife. She befriended legendary designer and collaborator, Halston, who fueled her vision and inspired her designs that captured the spirit of the times. The arrival of Peretti at Tiffany & Co. in 1974 signaled a revolution in jewelry design, where her masterful artistry cemented her as a unique talent and her Bone cuff became a symbol of female empowerment. To honor the 50th anniversary of this timeless design icon, the Bone cuff is reimagined in special edition colors and new carved stone styles.



# 1970



Peretti designs with the woman in mind and the belief that jewelry should be equally captivating and comfortable to wear. The groundbreaking Bone cuff design was introduced in the 1970s at the height of feminism and the pursuit of greater equal rights. Powerfully feminine with an effortless ease, the timeless Bone cuff is a design innovation that has been revered by iconic women since it was first introduced.

# 2020



“To translate ideas is magic. It takes so long  
to make a curve, to make sure the curve is done well.”

*Elsa Peretti*



Tiffany & Co. debuts a new edition of the Elsa Peretti® Bone cuff in red, blue and green hues with a “special edition” inscription to honor the beloved icon’s 50th anniversary. This colorful take on the classic cuff is a nod to Peretti’s love of nature and vibrant colors that are woven throughout her work. Worn alone or as a pair, the Bone cuff exemplifies Peretti’s trailblazing craftsmanship in the way it becomes one with the body and is designed specifically for the right and left wrists.



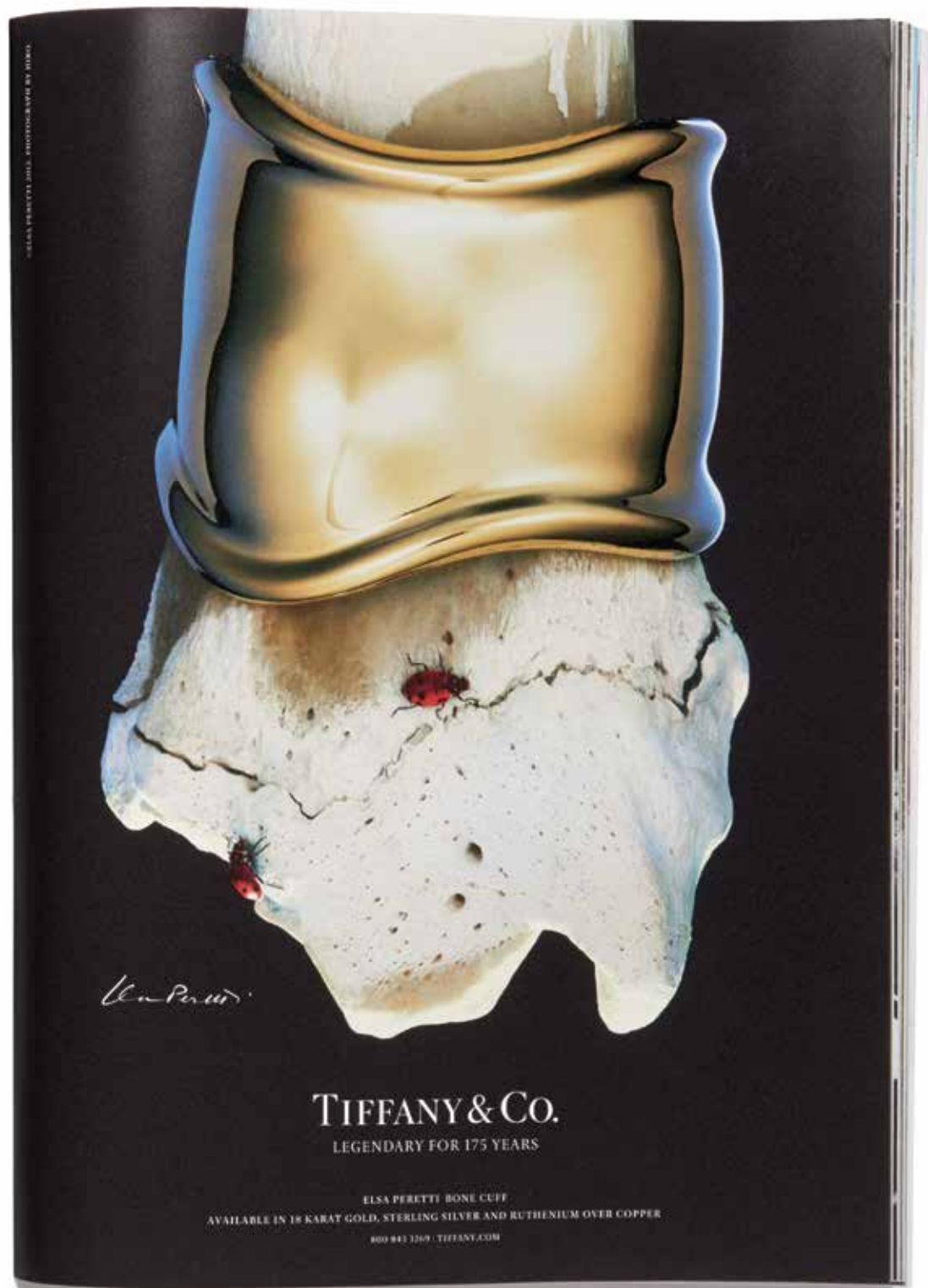


The new Bone cuff styles with inlaid hand-carved stones—black jade, green jade and turquoise—are designed with an innovative, discreet hinge that was beautifully engineered to protect the hand-set stones. This unique cuff echoes Peretti's meticulous attention to detail and fascination with bold and colorful carved stones.



“She doesn’t come from one locked culture, it’s all blended. It’s not American, it’s not European, it’s not Japanese, it’s Elsa. ”

—HIRO, PHOTOGRAPHER



Peretti's designs have changed the notion of jewelry as simply adornment, subverting how jewelry is worn while empowering women. Her designs are revered and housed within the permanent collections of major museums around the world, including The Metropolitan Museum of Art in New York and the British Museum in London. Peretti is considered one of the most important designers of our time.



#### COVER

Elsa Peretti® small Bone cuff in 18k yellow gold. Elsa Peretti® large Bone cuff in 18k rose gold.



#### PAGE 2

Elsa Peretti modeling the Halston fall 1971 collection, photograph by James Hamilton.  
Elsa Peretti at her worktable, photograph by Duane Michaels.



#### PAGE 3

Clockwise: Grace Jones, *Les Tuleries* photograph by Patrick McMullan; Sophia Loren, photograph by Richard Avedon;  
Liza Minnelli, *The New Yorker*, photograph by Ruven Afanador; Diana Ross, *Vogue*, photograph by  
Richard Avedon; Iman, photograph by Hiro; Gisele Bündchen, *V Magazine*, photograph by Solve Sundsbo; Bridget Hall,  
*V Magazine*, photograph by Nathaniel Goldberg; Gal Gadot, *Elle*, photograph by Paola Kudaki.



#### PAGE 4

Elsa Peretti® Bone cuffs in green, red and blue finish over copper.



#### PAGE 5

1990 catalogue of Elsa Peretti: *Fifteen of My Fifty with Tiffany*



#### PAGE 6

Elsa Peretti® Bone cuff in sterling silver with black jade. Elsa Peretti® Bone cuff in sterling silver  
with turquoise. Elsa Peretti® Bone cuff in 18k yellow gold with green jade.



#### PAGE 7

Advertisement shot by photographer Hiro.



*Elsa Peretti*  
TIFFANY & CO.