

TIFFANY & Co.



A new chapter of  
Tiffany & Co. begins  
at 57th Street and  
Fifth Avenue

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Landmark





“That’s right.  
I’m CRAZY  
about  
Tiffany’s!”

— Holly Golightly, *Breakfast at Tiffany's*

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# Ten Floors of Tiffany & Co.

A new story with every story

## A new Tiffany. A new landmark.

In 2019, Tiffany & Co. began a holistic transformation of the flagship store—the first in the building's 82-year history. Honoring the essence of the original store, the reimagined luxury retail institution—the Fifth Avenue Landmark—is a new Tiffany & Co. for a new era, set to reopen its doors in April 2023.

Two major forces were integral to the Landmark's transformation: legendary architect Peter Marino (Peter Marino Architect) and the Office for Metropolitan Architecture (OMA New York) led by partner Shohei Shigematsu. Marino was responsible for reimagining the store's interior spaces, spanning over 100,000 sq ft and preserving the historical façade. Extending the presence of the iconic limestone building is a new three-story glass addition, designed by OMA.







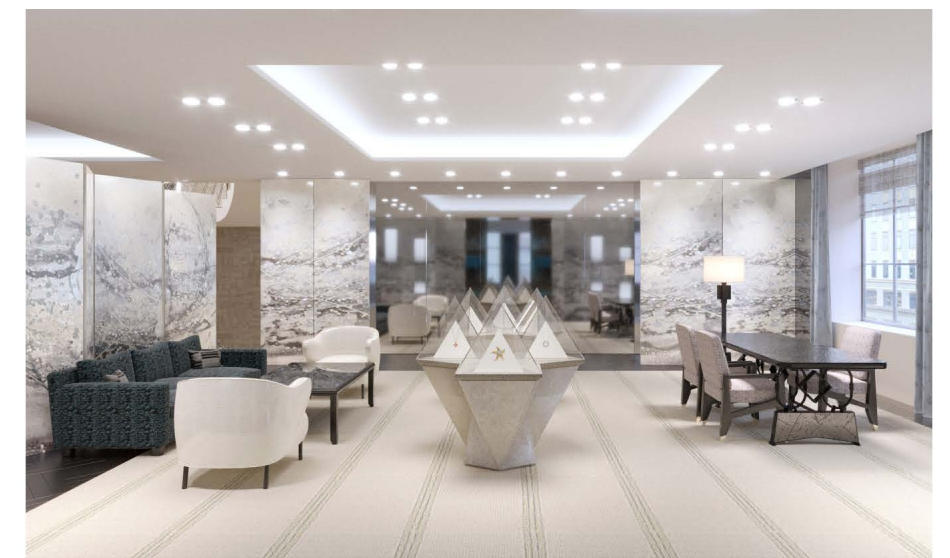
Innovation defines the new space. On either side of the main floor, arch windows reveal never-before-seen LED screen technology that changes hourly to display scenes of the Manhattan skyline and Central Park. Jean-Michel Basquiat's *Equals Pi* (1982) (featured in the House's recent "About Love" campaign) draws attention to the back of the space and invites clients to explore the rest of the wonder that is the Tiffany Landmark.

At the heart of the store is a sweeping curvilinear staircase, worked as a sculpture, and crafted in cerused oak. Inspired by Elsa Peretti's organic forms, the stair features undulating transparent balustrades, angled infinity mirrors, and spans floors 3-8.

Nearly 40 artworks including specially commissioned pieces from renowned artists are embedded throughout Landmark's 10 floors. Curated by Peter Marino in collaboration with Tiffany & Co, clients will experience a range of mediums including painting, sculpture, and video installation. Artists featured throughout the store include Jean-Michel Basquiat, Damien Hirst, Julian Schnabel and Daniel Arsham.

Extraordinary, never-before-seen Tiffany & Co. creations have been designed exclusively for Landmark, including unique eyewear inspired by the iconic Tiffany® Setting, High Jewelry, watches, home objects, as well as proprietary Elsa Peretti® creations.

Landmark will also be home to the most extraordinary collection of Tiffany High Jewelry in the world. Perhaps the biggest wonder of all wonders is a new design for the legendary 128.54-carat Tiffany Diamond.



Dedicated display galleries for Jean Schlumberger, Elsa Peretti, Paloma Picasso and Patek Philippe allow for immersive designer experiences.



The transformed Blue Box Café features pops of Tiffany Blue® and art installations by Molly Hatch. An award-winning and Michelin-starred chef brings a French-inspired menu to the redesigned space.



Dedicated museum and exhibition spaces on floors 8 and 9 offer a rotation of compelling concepts and unique storytelling experiences.

The Landmark's highest floor is an exclusive space designed to embody an intimate residential space, offering clients the ultimate luxury experience.



# Tiffany Landmark: By The Numbers



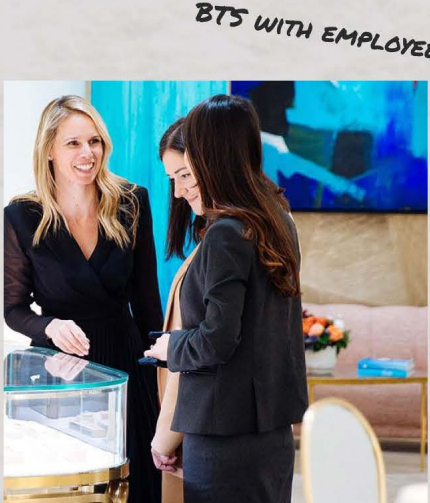
4 TONS

Weight of F1 Diamond Skylight Feature



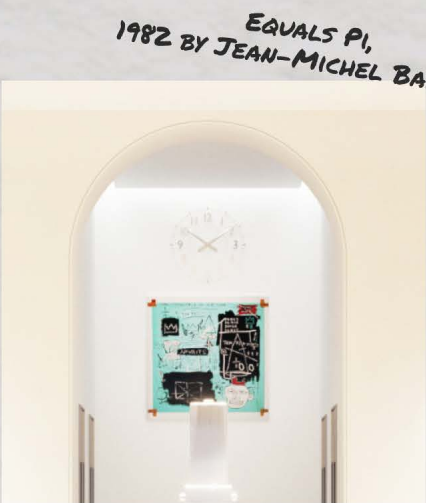
4,090

Number of light fixtures



30,500

Number of workers



40

Number of Contemporary Artwork



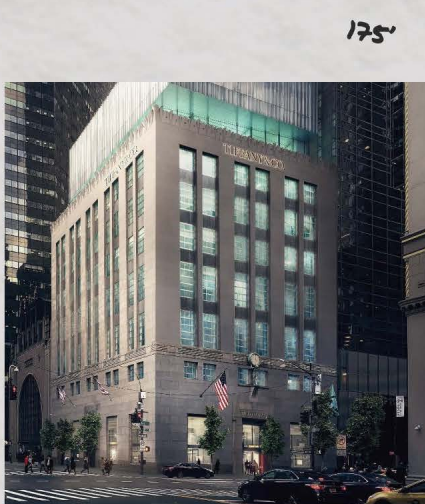
61

Seats in the Blue Box Café



33,030,144

Number of Pixels in Ground Floor Video Walls



175'

Height of the building



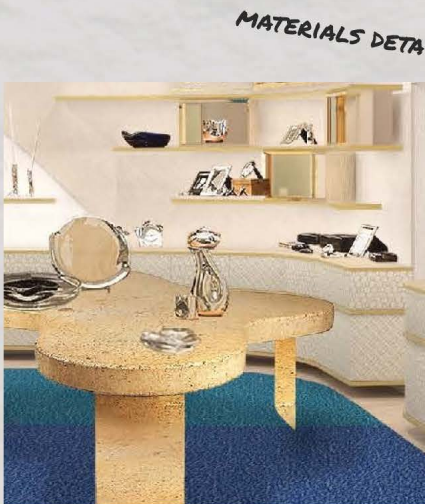
144

Steps in Grand Stair



10

Number of Tiffany Lamps



235

Number of different materials and finishing in store