Maybe we should reconsider how we think about luxury. It used to be that things most people thought were fancy felt a little uptight and too precious to touch. Not anymore. At Tiffany, we think that even the most refined things can be worn every day, as long as you do it with ease and a little attitude. We feel that life is enriched when you surround yourself with beauty and the things and people you love. And, most emphatically, we believe that luxury no longer has anything to do with formality, and everything to do with taking pleasure in what you value most.
The Four Seasons of Tiffany

The 2018 Tiffany Blue Book
For over a century Tiffany has created unparalleled works of high jewelry, evoking dreams and defying the possibilities of design.

Photographs by Grant Cornett
Cover: Bracelet in platinum with aquamarines and diamonds, price available upon request.
Previous spread: Necklace in platinum with diamonds and necklace in platinum with white, rare Fancy Blue Grey and Gray diamonds, prices available upon request.
This spread: Necklace in platinum with aquamarines and diamonds, price available upon request.
Previous spread: Brooch in 18k yellow gold and platinum with rare Fancy Pink and white diamonds, price available upon request.

This spread: Ring in platinum with an unenhanced padparadscha sapphire, pink sapphires and diamonds; brooch in platinum and 18k rose gold with an unenhanced orange sapphire and rare Fancy Pink and white diamonds; brooch in platinum with pink sapphires and diamonds, prices available upon request.
Previous spread: Bracelet in 18k yellow gold and platinum with diamonds, price available upon request.

This spread: Bracelet in platinum with sapphires, tanzanites and diamonds and necklace in platinum with diamonds, prices available upon request.
ABOUT TOWN

THERE IS NOTHING MORE ICONIC THAN NEW YORK CITY. HERE, QUINTESSENTIAL LOCALES SET THE SCENE FOR OUR HOME & ACCESSORIES COLLECTION.

Photographs by Raymond Meier

KATZ’S DELICATESSEN

Color Block, Everyday Objects, Tiffany Ampersand and Tiffany leather designs, from $175. Tiffany T sunglasses, $360. Home & Accessories collections available in select Tiffany stores.
THE BOWERY HOTEL
Tiffany Color Splash, Everyday Objects, Tiffany ‘Travel’ and Tiffany 1837® designs, from $225.
Hotel key ring in sterling silver, $275. Atlas® watch in stainless steel with diamonds, $5,300.
Bracelet and earrings in platinum with diamonds, prices available upon request.

THE EAR INN
Diamond Point, Tiffany Ampersand and Everyday Objects barware designs, from $45. Return to Tiffany® Color Splash key ring and Tiffany Ampersand money clip in sterling silver, from $200.
NYC HOT DOG CART
Everyday Objects designs, from $100.

NOM WAH TEA PARLOR
Color Block, Diamond Point, Everyday Objects and Tiffany 1837® designs, from $55.
CENTRAL PARK
Diamond Point, Tiffany Seal, Tiffany Travel, Everyday Objects, Color Block, Fanmail and Pet designs, from $50.

THE PIERRE HOTEL
Tiffany x GLOBE-TROTTER luggage, Everyday Objects hotel bell in American walnut, stainless steel and sterling silver
and Tiffany Color Splash women’s tote in black grain calfskin leather, from $350.
Up Close and Personal

MAKE YOUR MARK WITH A MESSAGE ENGRAVED BY TIFFANY. THE MODERN HEIRLOOM, RECONSIDERED.

Photographs by Maciek Pozoga
“I HAVE A TINY JEWELRY CASE FROM MY GRANDMOTHER—JUST KNOWING IT WAS HERS, IT’S LIKE I’M CARRYING A LITTLE PIECE OF HER WITH ME.”
—REBECCA

Rebecca Henry & Akua Shabaka, Mother & Daughter


Above: Signet ring and tag chain bracelet, from $600.

Previous spread: Signet ring, I.D. bracelet, I.D. ring, Tiffany HardWear and Tiffany T designs, from $275.
Tiffany, Katelynn & Bria Meia, Sisters

“WE’D ALWAYS TAKE TURNS WEARING OUR MOTHER’S WEDDING RING—IT NEVER FIT OUR FINGERS SO WE’D PUT IT AROUND OUR NECKS ON A CHAIN.”
— TIFFANY

“MY FATHER GAVE A BRACELET TO MY MOTHER THE DAY I WAS BORN—SHE PUT IT ON AND NEVER TOOK IT OFF. WHEN SHE PASSED AWAY, I WAS IN THE ROOM WITH HIM AND HE TOOK IT OFF HER ARM AND PUT IT ON MINE.”
— JOCELYNE

Jocelyne Beaumont
Tiffany T, Tiffany Victoria™, Tiffany HardWear and Return to Tiffany® designs, from $150.

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"I ALWAYS PREFER GIFT GIVING BECAUSE I REALLY ENJOY THE PROCESS BEFOREHAND—THE PICKING OF THE PRESENT, ACTUALLY THINKING ABOUT IT, KIND OF EXPLORING ALL OF THE OPTIONS AND MAKING IT UNIQUE AND PERSONAL. WATCHING SOMEONE LIGHT UP IS WONDERFUL."

—ESTHER
“THAT’S WHAT HEIRLOOMS ARE MADE OF... THE MARKS OF USE AND LOVE, INSCRIPTIONS OF WEAR, REMINDERS THAT WE WERE IN THE WORLD TOGETHER.”

—THADDEUS
“THERE ARE THINGS THAT PEOPLE NEED TO HAVE, TO TOUCH PHYSICALLY, THAT ENHANCE THE EXPERIENCE. MY FRIEND GAVE ME SOMETHING THAT HAS MY NAME ENGRAVED ON IT. IT’S THAT KIND OF MEMORY. I HAVEN’T SEEN HIM IN A WHILE BUT IT REMINDS ME OF OUR RELATIONSHIP, YOU KNOW?”

—RON

Christian Heritage & Kevin Heritage, Brothers

Left: Signet rings, from $550.

Ron Carter & Quintell Williams-Carter, Couple

“I ACTUALLY REALLY BELIEVE OBJECTS CARRY HISTORY AND IF SOMEBODY HAS WORN IT, I THINK THAT GETS SOMEHOW ACCUMULATED—OR IS IN THERE.”
—CAMILLA
Elsa Peretti’s world is a remarkable place. She surrounds herself with textures, forms and materials that feed her eye and guide her designs. She is drawn to nature in all its purity and complexity. And she translates all she sees into jewelry and objects that are sculptural, organic and irresistibly sensual. These pages are just a small glimpse into the rich world that inspires her creative vision.

A complete catalogue of her designs, “My Forty Plus Years With Tiffany,” is available in stores and online now.
“In Lausanne, a Texan guy gave me the endpiece of a rattlesnake tail as a good luck charm. I kept the object with me for many years.”

Snake necklace in sterling silver from Elsa Peretti’s personal collection.

From the beginning, Peretti’s Bone cuff caused a sensation. Her time in Barcelona was a strong source of inspiration, Antoni Gaudí’s Casa Milà in particular.

Bone cuffs in 18k yellow gold with black jade and sterling silver from Elsa Peretti’s personal collection.
Designed to look weathered by ages of contact with water and sand, Peretti’s Aegean collection was sparked by a rusted chain that she found at the bottom of the sea. 

Aegean necklace in sterling silver from Elsa Peretti’s personal collection.
Peretti’s Mesh is influenced by her time in Jaipur. Malleable, ergonomic and crafted with exclusive technology created specifically for Tiffany, it drapes against the skin like fabric.

Mesh designs and emerald ring from Elsa Peretti’s personal collection.

Peretti’s objects for the table embody the idea that beauty and utility should always be one. Elsa Peretti’s kitchen in Spain with Padova™ and Thumbprint designs from her personal collection.
“To translate ideas is magic.”

[Signature]

Original designs copyrighted by Elsa Peretti.
Animal Instincts

WHEN YOUR PET IS BEST IN SHOW, YOUR JEWELRY SHOULD BE BEST IN CLASS.

Photographs by Philippe Jarrigeon

Tiffany Victoria® earrings in platinum with diamonds, price available upon request.

Tiffany Paper Flowers™ and Tiffany T designs, from $1,975.

Tiffany & Co. Schlumberger® pink tourmaline flower ring in 18k yellow gold and platinum, price available upon request.
This page: Etoile, Tiffany & Co.®, Tiffany Classic™ and Tiffany Essential band rings, from $950.

Opposite page: Tiffany & Co. Schlumberger® paillonné enamel bracelets with diamonds, prices available upon request.

Tiffany & Co. Schlumberger® Sixteen Stone ring with diamonds and sapphires, from $8,900.

Tiffany HardWear, Tiffany T, Tiffany Fleur de Lis, Tiffany Soleste® and Tiffany & Co.® designs, from $1,250.
This page: Tiffany T and Tiffany Victoria® designs, from $5,300. Tiffany color swatch silk scarf, $125. Tiffany Paper Flowers™ ring in platinum with a green tourmaline and diamonds, price available upon request. Opposite page: Pet designs, from $200. Tiffany Classic™ band ring, from $1,575. Tiffany East West® watch in stainless steel with a black alligator strap, $4,750. Tiffany & Co. Schlumberger® Bird on a Rock clip with a tanzanite in 18k yellow gold and platinum, price available upon request.
CAPTURING COLORFUL BLOOMS, THE TIFFANY PAPER FLOWERS™ COLLECTION TAKES ITS DESIGN CUES FROM NATURE.

Photographs by Thomas Milewski
Previous spread: Tiffany Paper Flowers™ rings in platinum with gemstones and diamonds, from left: aquamarine, blue tourmaline and sapphire, prices available upon request. The spread: Tiffany Paper Flowers™ diamond and tanzanite earrings in platinum, from $5,600. Tiffany Paper Flowers™ bracelet in platinum with sapphires, tanzanites and diamonds, price available upon request.
LOVE ME TRUE

TIFFANY INVENTED THE MODERN ENGAGEMENT RING AS WE KNOW IT TODAY. DISCOVER ITS EVOLUTION AND FALL IN LOVE WITH THE NEWEST ITERATION—TIFFANY TRUE.

Story by Will Kahn
Previous spread:
Tiffany True ring in platinum with a white diamond, from $7,000. Tiffany Metro rings in platinum with diamonds, from $2,300. Left: The Tiffany® Setting in platinum, from $1,480. Middle: Tiffany True rings in platinum with pavé diamond bands, prices available upon request. Necklaces in platinum with diamonds, prices available upon request. Right: Tiffany True ring in platinum with a white diamond, from $7,000. Tiffany True ring in 18k yellow gold with a yellow diamond, from $10,200. Tiffany True is available in North America in fall 2018 and worldwide in spring 2019.
TIME FOR T

Timeless and transcendent, the clean lines of the letter T are a symbol of strength. See how real women wear Tiffany T.

PHOTOGRAPHS BY LENA C. EMERY
This page: Tiffany T bracelets in 18k yellow, rose and white gold with diamonds, from $3,300.

Opposite page: Tiffany T bracelets in 18k yellow gold, from $1,350. Paloma’s Melody and Tiffany HardWear bracelets, from $2,950.

Previous page: Tiffany T pendant in 18k white gold with a baguette diamond and Tiffany T ring in 18k white gold, from $1,600.
Tiffany T earrings in 18k white gold with diamonds, $3,500.
Tiffany T rings in 18k yellow, rose and white gold with diamonds and Tiffany T bracelets in 18k yellow gold with diamonds, from $1,500.

Opposite page: Tiffany T bracelet in 18k rose gold, $2,950. Tiffany T bracelets in 18k yellow and rose gold with diamonds, $1,500.
Tiffany T rings in 18k yellow, rose and white gold with diamonds, from $1,650. Necklace in platinum with diamonds, price available upon request.

Opposite page: Tiffany T rings in 18k yellow, rose and white gold with diamonds, from $1,600.
Tiffany T pendants in 18k yellow, rose and white gold with diamonds, from $3,000.

Opposite page: Tiffany T pendant in 18k yellow gold with diamonds, $3,000.
Tiffany T watch in 18k yellow gold and black leather, $8,500.
We have always been inspired by the natural world and see it as our moral duty to sustain the wonders of the earth. We travel to Kenya to see our conservation work on the ground.

Photographs by Nadine Ijewere and Renell Medrano
We launched the Tiffany Save the Wild collection in 2017 and are excited to add new Tiffany Save the Wild designs—including graphic, reimagined elephant, lion and rhinoceros charms, ingeniously constructed from precious mixed metals.

Since launching the collection in August 2017, we’ve pledged to donate 100% of profits to the Wildlife Conservation Network, with a total commitment of USD $4 million by January 2020.

Tiffany Save the Wild elephant, lion and rhino charms in sterling silver and 18k rose gold, from $250.
OUR LATEST TIFFANY KEYS DESIGNS HAVE AS MANY TWISTS AND TURNS AS A MYSTERY NOVEL. DISCOVER HOW THEY STACK UP.

BY STELLAR LEUNA

This page: Tiffany Keys modern keys narrow cuff in 18k yellow gold with diamonds, $4,800. Opposite page: Tiffany Keys modern keys in 18k yellow, rose and white gold with diamonds, from $750. Chain sold separately. Personalization services available at an additional cost.
This page: Tiffany Keys modern hexagon key in 18k white gold with diamonds, $3,000.
Opposite page: Tiffany Keys modern keys in 18k yellow, rose and white gold with diamonds, from $750.
This page: Tiffany Keys modern keys narrow cuff and ring in 18k yellow gold with diamonds and key in 18k yellow gold, from $1,100. Opposite page: Tiffany Keys modern keys ring and key in 18k yellow and white gold with diamonds, from $1,600.
POPROCKS

BOLD ORIGINALITY AND INFLUENTIAL STYLE DEFINE PALOMA PICASSO’S LATEST COLLECTION—PALOMA’S STUDIO—WHERE DISCO MEETS POP ART.

Photographs by Thomas Milewski
Illustrations by Mrzyk and Moriceau
This page: Paloma’s Studio pyramid rings in 18k yellow gold with citrines and rubellites and with tanzanites and green tourmalines, from $4,500.

Opposite page: Paloma’s Studio baguette three-stone rings in 18k yellow gold with amethysts, citrines, green tourmalines, rubellites and blue topaz, from $2,500.
‘It’s important to live with beauty every day.
Being surrounded by meaningful things that give you pleasure
to use and to look at changes everything’

BACKSTORY

CHIEF ARTISTIC OFFICER REED KRAKOFF DETAILS THE INTRICACIES
OF THE TIFFANY HIVE BOX IN STERLING SILVER AND VERMEIL.
THIS TIFFANY HOLLOWWARE SHOP MASTERPIECE IS PART OF OUR
2018 BLUE BOOK COLLECTION AND TOOK OVER SIX MONTHS TO CRAFT

- The silversmith scores, bends and solders solid sterling silver sheets to create the box, then applies 24k gold vermeil honeycomb.
- The box’s hinges are made with archival dies called swedges.
- The chasers make all their tools by hand to form, define and texturize the insects.
- A finisher uses specialized stones to smooth and prepare the flat surface for polishing
- A 150-year-old spring hammer is used to ensure each side is perfectly uniform.

VISIT TIFFANY.COM FOR STORE LOCATIONS OR CALL 800 843 3269
WEEKDAYS 8AM TO 12AM AND WEEKENDS 10AM TO 5PM EST.

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