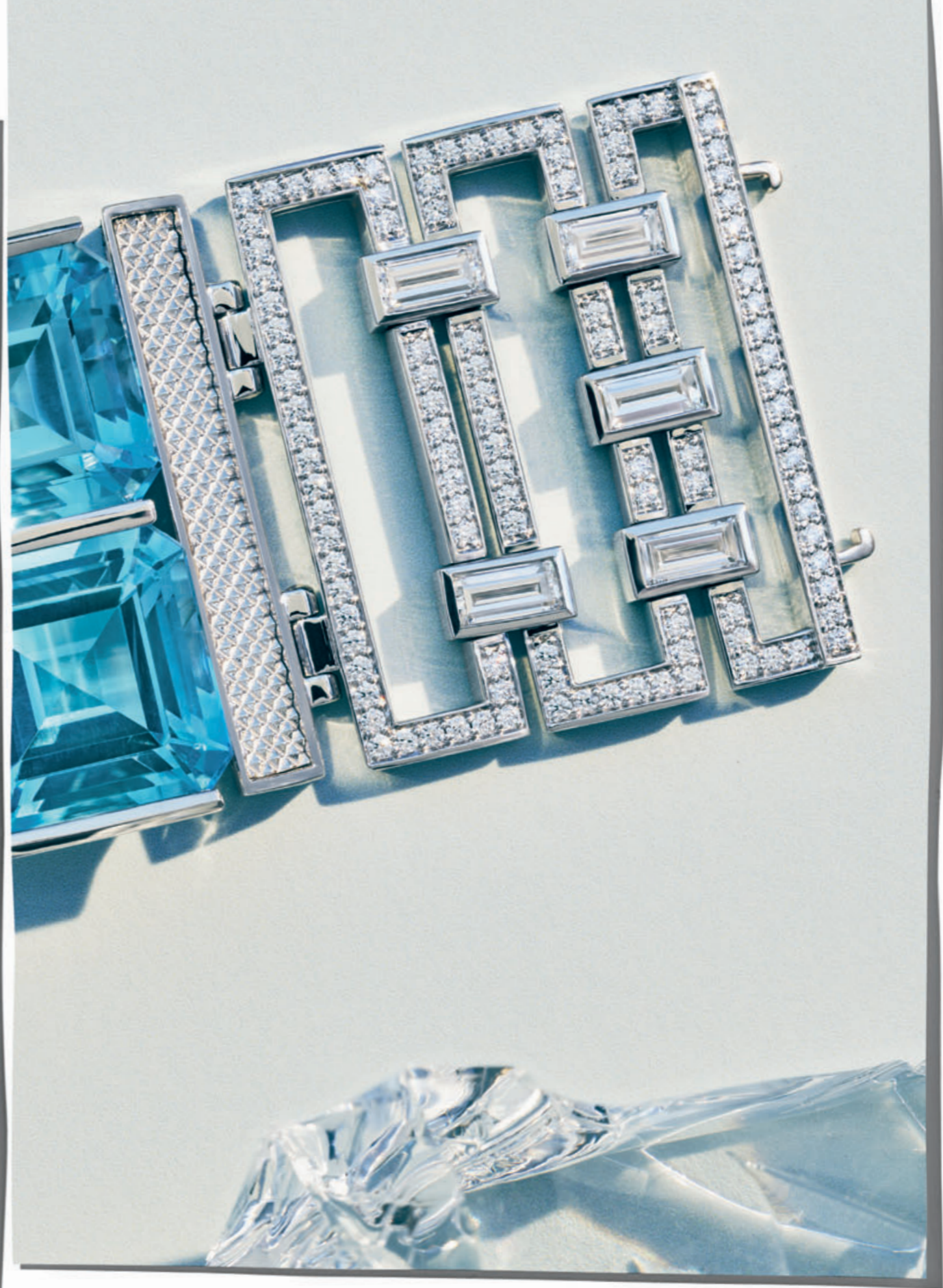
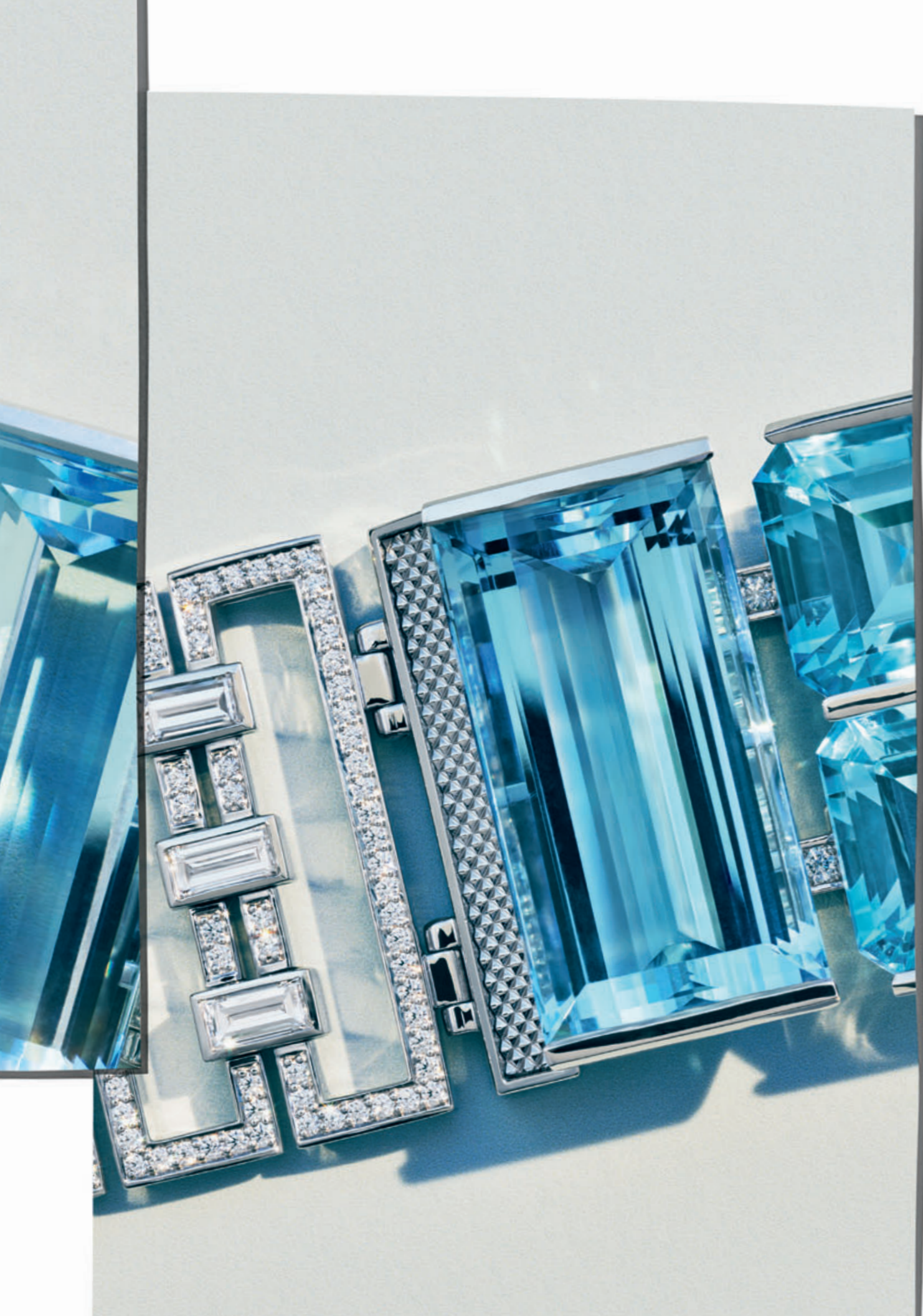


CONCEPT PRESENTATION TECHNICAL REVISED
2018
Blue Book
DESIGNER
TIFFANY & CO.

THIS IS TIFFANY N°8



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.

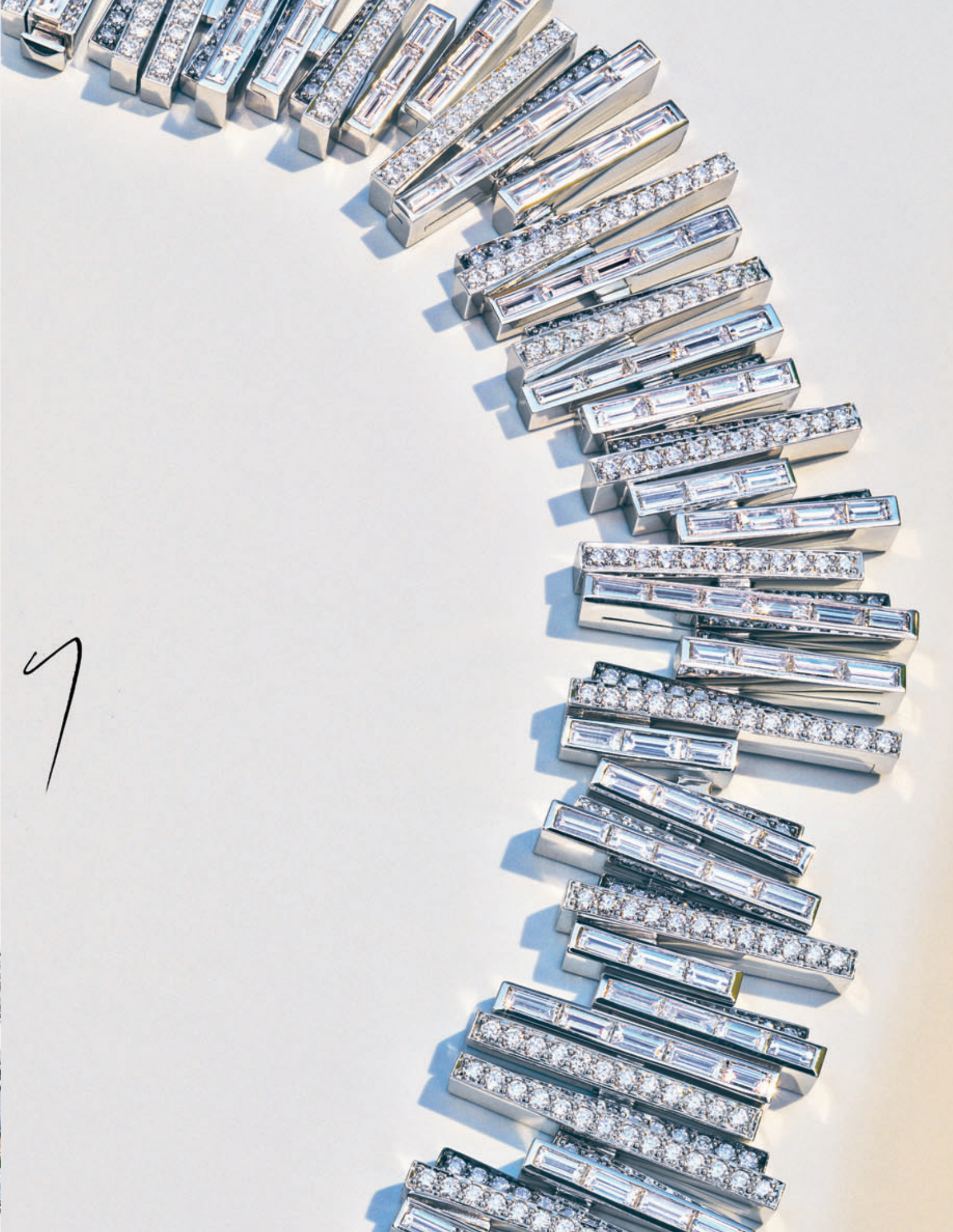
Not anymore. At Tiffany, we think that even the most refined things can be worn every day, as long as you do it with ease and a little attitude. We feel that life is enriched when you surround yourself with beauty and the things and people you love. And, most emphatically, we believe that luxury no longer has anything to do with formality, and everything to do with taking pleasure in what you value most.



SCAN AND BROWSE YOUR FAVORITE STORIES OR VISIT [TIFFANY.COM/FALL18](https://www.tiffany.com/fall18).
AVAILABLE ON 9 OCTOBER.



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



Winter



Cover: Bracelet in platinum with aquamarines and diamonds. Previous spread: Necklace in platinum with diamonds and necklace in platinum with white, rare Fancy Blue Gray and Gray diamonds. This spread: Necklace in platinum with aquamarines and diamonds.

Sprinkles





Previous spread: Brooch in 18k yellow gold and platinum with rare Fancy Pink and white diamonds.
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.



Sublime



Previous spread: Bracelet in 18k yellow gold and platinum with diamonds.

This spread: Bracelet in platinum with sapphires, tanzanites and diamonds and necklace in platinum with diamonds.



Atturbin

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, Tiffany leather designs.
Tiffany T sunglasses. Home & Accessories collections available in select Tiffany stores.



NOM WAH TEA PARLOR

Color Block, Diamond Point, Everyday Objects and Tiffany 1837™ designs.



NYC HOT DOG CART

Everyday Objects designs.



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.



CENTRAL PARK

Diamond Point, Tiffany Seal, Tiffany Travel, Everyday Objects, Color Block, Faneuil and Pet designs.

Up Close and *Personal*

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

Photographs by Maciek Pozoga





Rebecca Henry & Akua Shabaka, Mother & Daughter

Left: Tag chain bracelet, signet ring, Tiffany T and Tiffany City HardWear designs. Atlas® watch in stainless steel with pavé diamonds.

Above: Signet ring and tag chain bracelet. *Previous spread:* Signet ring, I.D. bracelet, I.D. ring, Tiffany City HardWear and Tiffany T designs. Personalization services available at an additional cost.

“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



Tiffany, Katelynn & Bria Meia, Sisters

Left: Heart locket and Tiffany Keys modern keys oval key. Chain sold separately. *Above:* Heart lockets, Tiffany Keys modern keys, Tiffany T, Tiffany City HardWear, Tiffany & Co., Tiffany Soleste and Paloma's Graffiti designs. Chains sold separately.

“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 Beaudoin

Tiffany T, Tiffany Victoria®, Tiffany City HardWear and Return to Tiffany™ designs.

“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



Esther De Jong & Oscar De Jong,
Mother & Son
Tag chain bracelet, I.D. bracelet and
Tiffany T designs.



“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

Thaddeus O'Neil & Cassius O'Neil, Father & Son
Left: I.D. bracelet and Tiffany Essential band ring.
Below: Tiffany baby cup and I.D. bracelet.



“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

Below: Signet rings.



Ron Carter & Quintell Williams-Carter, Couple

Left: Bifold wallet in smooth calfskin leather. Tiffany Charms. Chain sold separately.

Below: Tiffany Metro, Tiffany City HardWear and Tiffany T bracelets.



“I ACTUALLY REALLY BELIEVE OBJECTS CARRY HISTORY AND IF SOMEBODY HAS WORN IT,
I THINK THAT GETS SOMEHOW ACCUMULATED—OR IS IN THERE.”

—CAMILLA



Rosetta Pink & Dominique Babineaux, Mother & Daughter
I.D. ring, Tiffany T, Tiffany & Co., Tiffany City HardWear, Tiffany Charms
and Tiffany Soleste designs. Chain sold separately.



**Ana Opitz & Camilla Deterre,
Mother & Daughter**

Signet ring, I.D. ring, Tiffany T and
Tiffany City HardWear designs.



Photograph by Hiro

Elsa Peretti

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.



PHOTOGRAPH BY IAN SANDERSON. PICTURED PHOTOGRAPH BY COLITA.

"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.



PHOTOGRAPH BY IAN SANDERSON. PICTURED PHOTOGRAPHS BY HIRO AND BARBARA WALZ.

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.



PHOTOGRAPH BY IAN SANDERSON. PICTURED PHOTOGRAPH OF MESH RUBY NECKLACE, COURTESY OF © CHRISTIE'S IMAGES LIMITED 2018.

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.

PHOTOGRAPH BY IAN SANDERSON



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.”

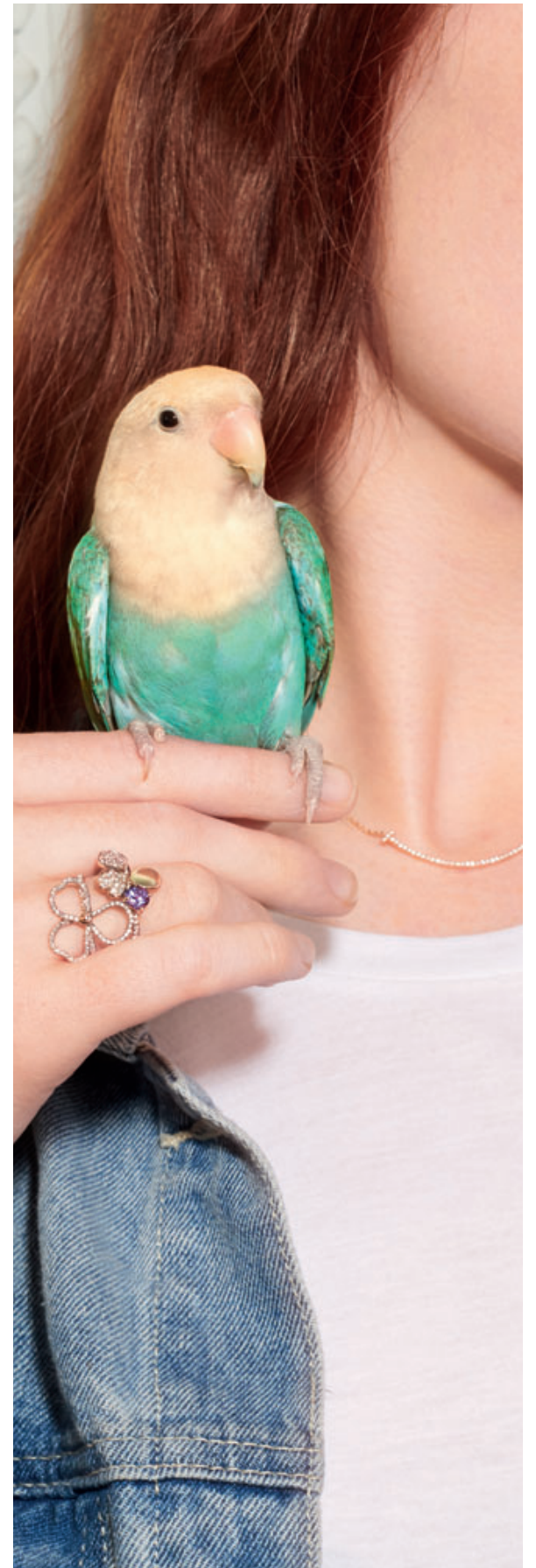
Elsa Peretti

Animal *Instincts*

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

Photographs by Philippe Jarrigeon





Opposite page: Tiffany City HardWear, Tiffany T, Tiffany Jazz™, Paloma's Graffiti, Etoile and Tiffany & Co.® designs.

This page: Tiffany Victoria® earrings in platinum with diamonds. Tiffany Paper Flowers™ and Tiffany T designs. Tiffany & Co. Schlumberger pink tourmaline flower ring in 18k yellow gold and platinum.



This page: Etoile, Tiffany & Co.[®], Tiffany Classic™ and Tiffany Essential band rings. *Opposite page:* Tiffany & Co. Schlumberger paillonné enamel bracelets with diamonds. Tiffany & Co. Schlumberger Sixteen Stone ring with diamonds and sapphires. Tiffany City HardWear, Tiffany T, Tiffany Fleur de Lis, Tiffany Soleste and Tiffany & Co.[®] designs.



This page: Tiffany T and Tiffany Victoria® designs. Tiffany color swatch silk scarf. Tiffany Paper Flowers™ ring in platinum with a green tourmaline and diamonds. *Opposite page:* Pet designs. Tiffany Classic™ band ring. Tiffany East West® watch in stainless steel with a black alligator strap. Tiffany & Co. Schlumberger Bird on a Rock clip with a tanzanite in 18k yellow gold and platinum.

BLOOM BLOOMS



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. *This spread:* Tiffany Paper Flowers™ diamond and tanzanite earrings in platinum, from \$7,600. Tiffany Paper Flowers™ bracelet in platinum with sapphires, tanzanites and diamonds, price available upon request.

LOVE ME TRUE

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

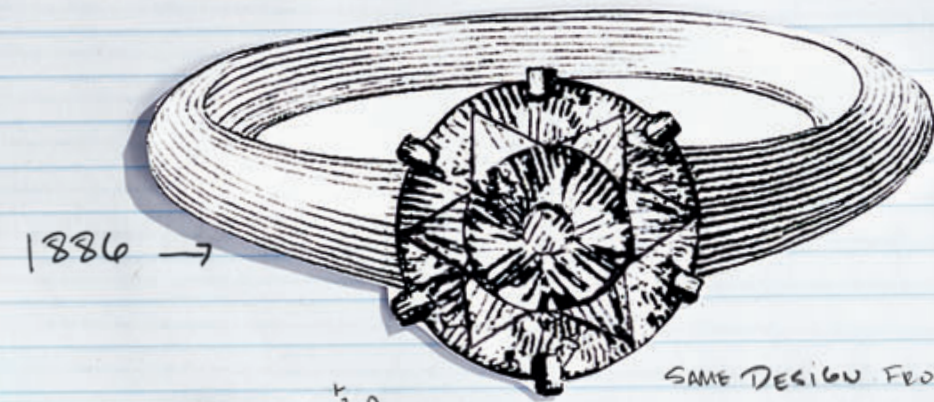


Story by Will Kahn

This page: photograph by Raymond Meier. Opposite page: photograph by Cass Bird.



THE TIFFANY SETTING
THE ICON OF ENGAGEMENT RINGS
AS WE KNOW THEM TODAY



1886 →

6 PRONGS →
THE CLASSIC
↑
ROUND BRILLIANT CUT DIAMOND

↑
SAME DESIGN FROM THEN
TO NOW - THE DIAMOND
IS SET ABOVE THE BAND
TO BETTER CATCH THE LIGHT



2018 →

←
TIFFANY REJECTS
99.96% OF THE WORLD'S
GEM GRADE DIAMONDS
(SO THE ONES THEY KEEP
ARE PRETTY AWESOME)

↑
SHOWS AN OBSESSION
WITH CUT + THE
BRILLIANCE OF TIFFANY
DIAMONDS

THE TIFFANY TRUE
← RING
A NEW ICON FOR MODERN LOVE

↑
TRUE SETTING HOLDS THE
TIFFANY TRUE CUT DIAMOND -
A NEW DIAMOND CUT!

↑
THE TRUE
4 PRONGS
↑
HIDDEN IN DESIGN
↑
DO YOU SEE IT?

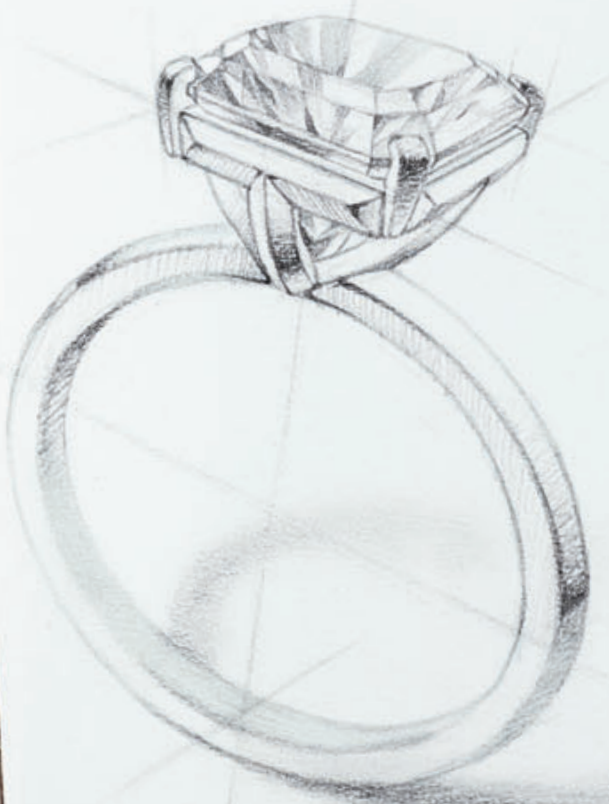
ARCHITECTURAL
MINIMAL
MODELS

ETHICAL? WHY YES... THEY ARE
P.S. IMPORTANT TO NOTE:
TIFFANY DIAMONDS
ARE RESPONSIBLY SOURCED
THEY ARE CUT + POLISHED
IN TIFFANY WORKSHOPS
AND THE COMPANY INVESTS IN
THE LOCAL ECONOMIES



THE TRUE COMES IN
FANCY YELLOW DIAMOND
TOO... A LINK TO THE
128.54 CARAT TIFFANY
DIAMOND ABOVE ↑
SEE IT ON DISPLAY
IN THE 5TH AVE STORE

TIFFANY TRUE



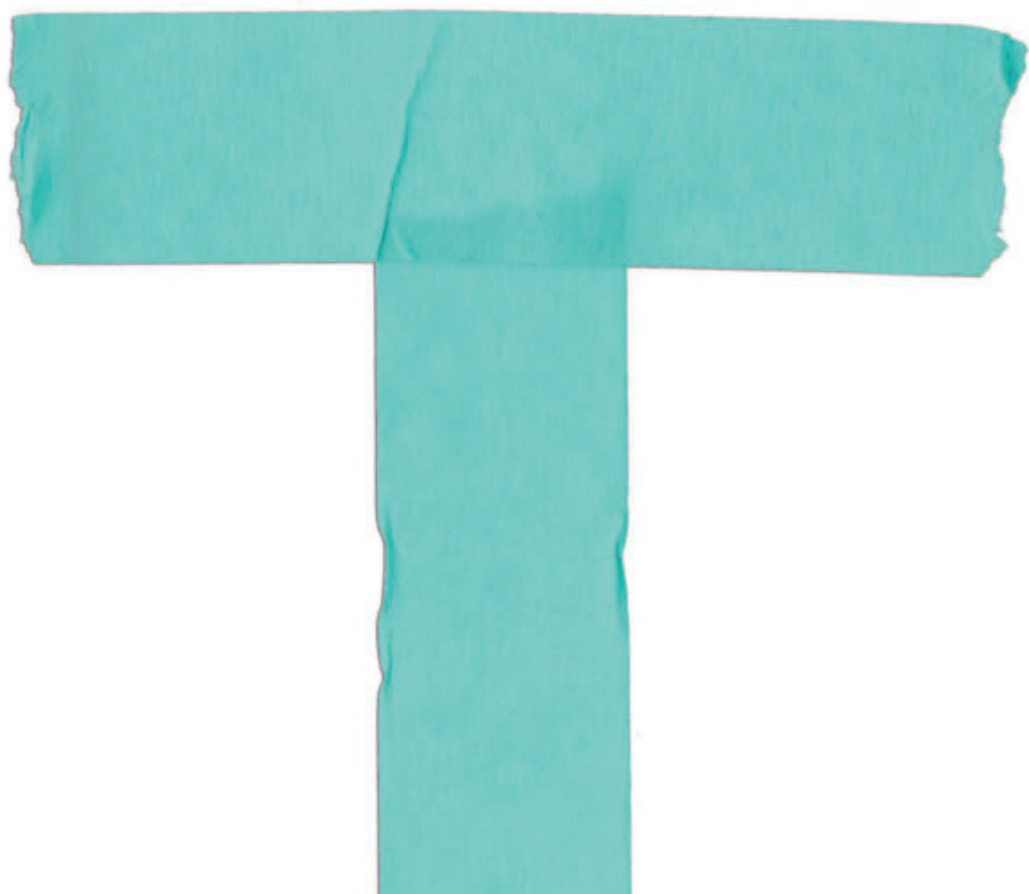
Previous spread: Tiffany True ring in platinum with a white diamond. Tiffany Metro rings in platinum with diamonds. Left: The Tiffany® Setting in platinum. Middle: Tiffany True rings in platinum with pavé diamond bands. Necklaces in platinum with diamonds. Right: Tiffany True ring in platinum with a white diamond. Tiffany True ring in 18k yellow gold with a yellow diamond. 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. *Opposite page:* Tiffany T bracelets in 18k yellow gold. Paloma's Melody and Tiffany City HardWear bracelets. *Previous page:* Tiffany T pendant in 18k white gold with a baguette diamond and Tiffany T ring in 18k white gold.



Tiffany T earrings
in 18k white gold
with diamonds.





This page: Tiffany T rings in 18k yellow, rose and white gold with diamonds and Tiffany T bracelets in 18k yellow gold with diamonds.

Opposite page: Tiffany T bracelet in 18k rose gold. Tiffany T bracelets in 18k yellow and rose gold with diamonds.





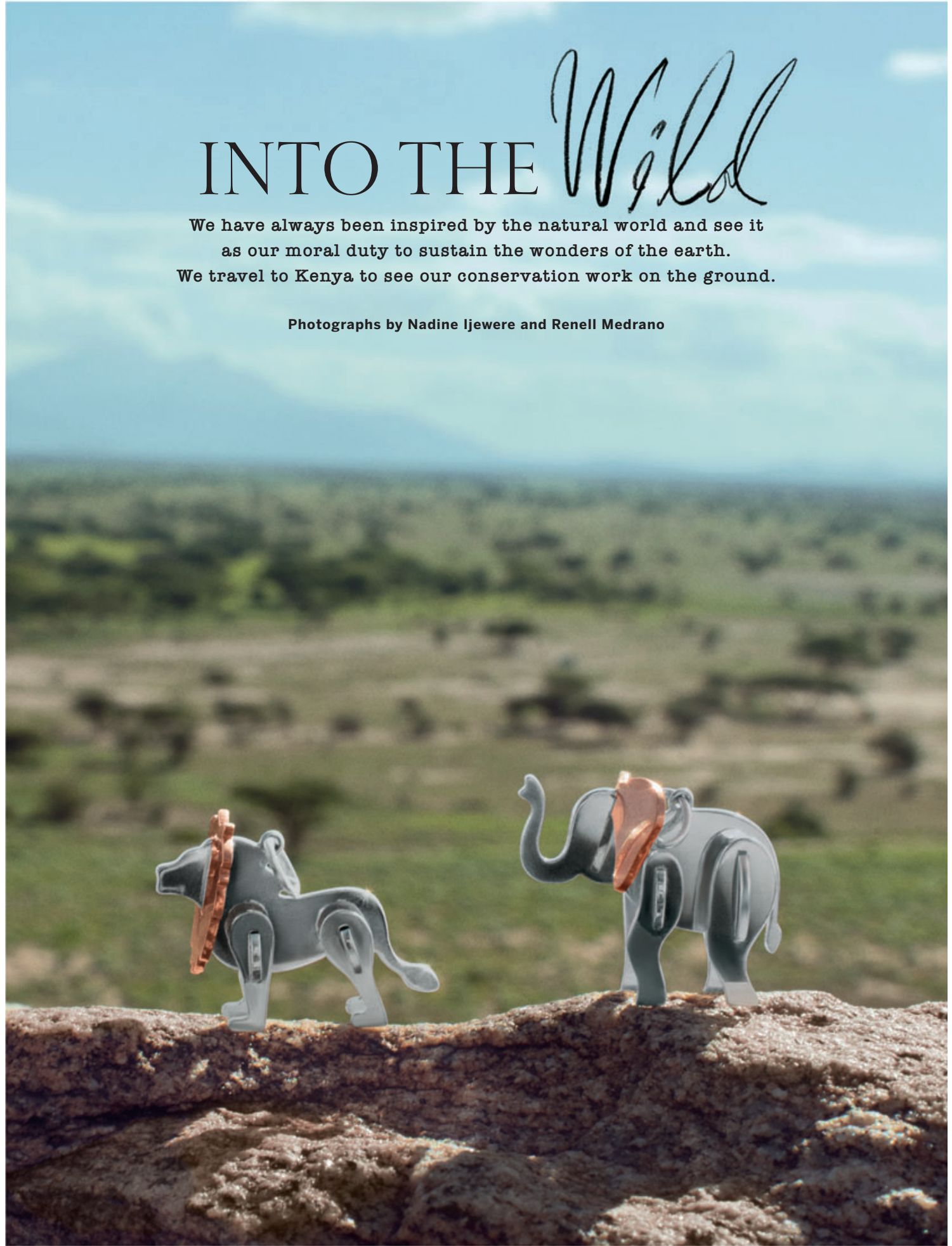
This page: Tiffany T rings in 18k yellow, rose and white gold with diamonds. Necklace in platinum with diamonds. Opposite page: Tiffany T rings in 18k yellow, rose and white gold with diamonds.



This page: Tiffany T pendants in 18k yellow, rose and white gold with diamonds.
Opposite page: Tiffany T pendant in 18k yellow gold with diamonds. Tiffany T watch in 18k yellow gold and black leather.



Elephants



INTO THE *Wild*

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 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.



Rhinoceros



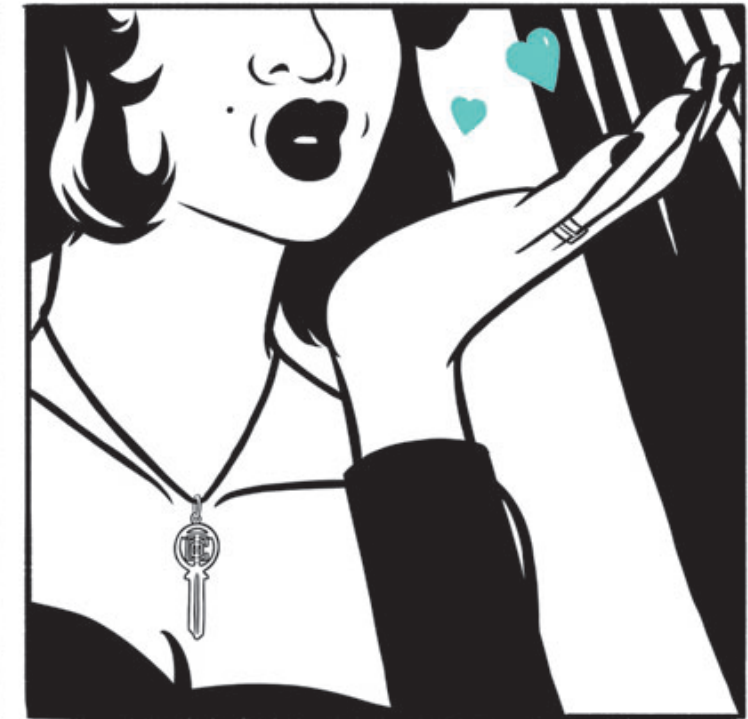


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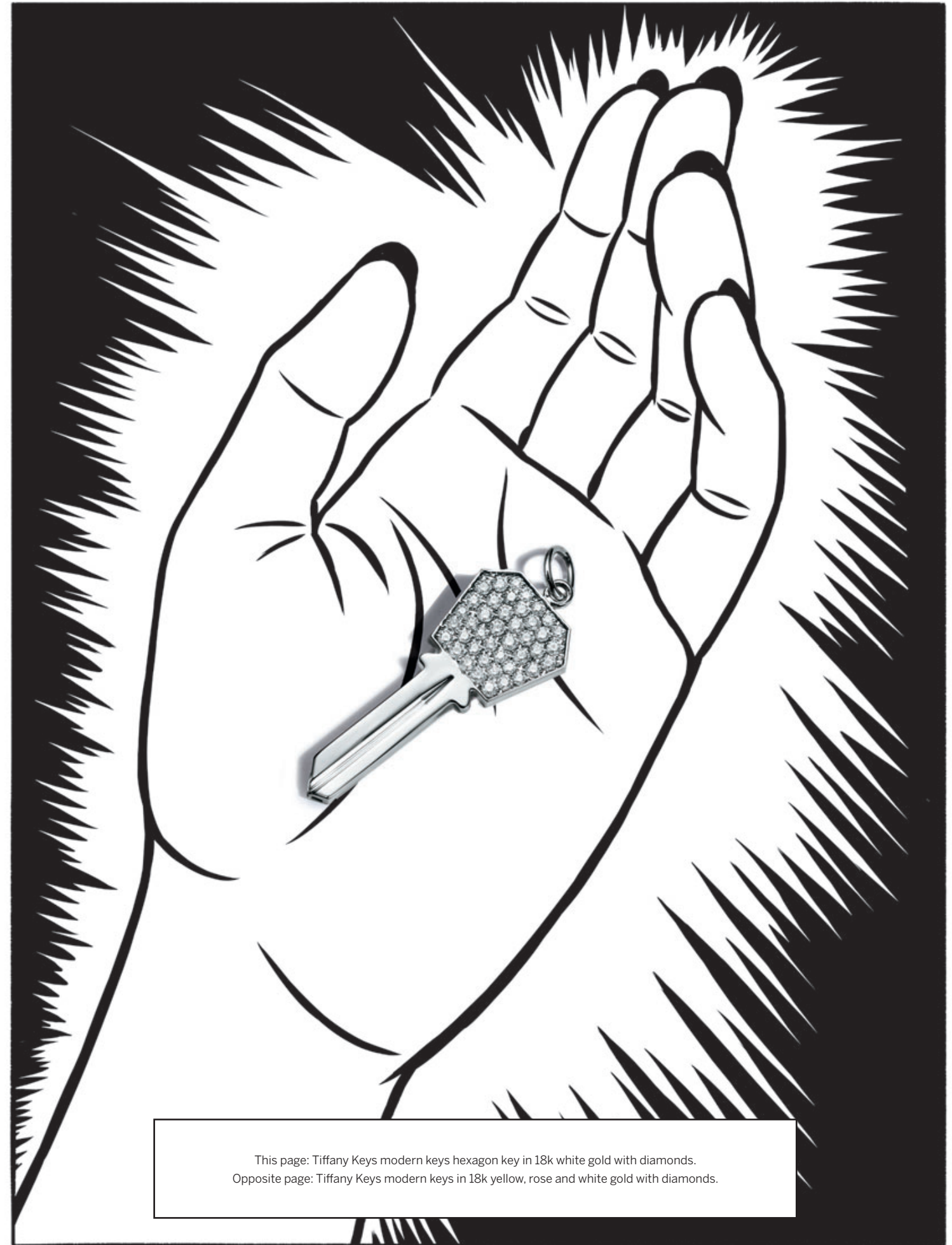


OUR LATEST TIFFANY KEYS DESIGNS HAVE
AS MANY TWISTS AND TURNS AS A MYSTERY NOVEL.
DISCOVER HOW THEY STACK UP.

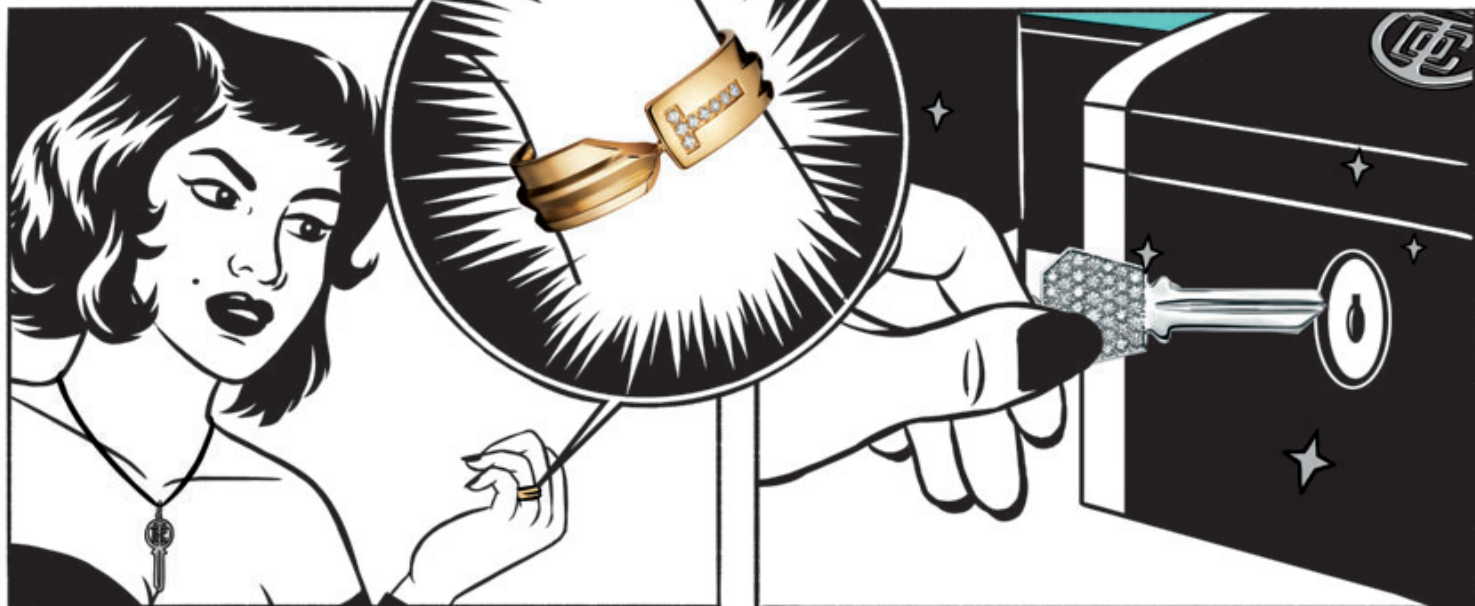
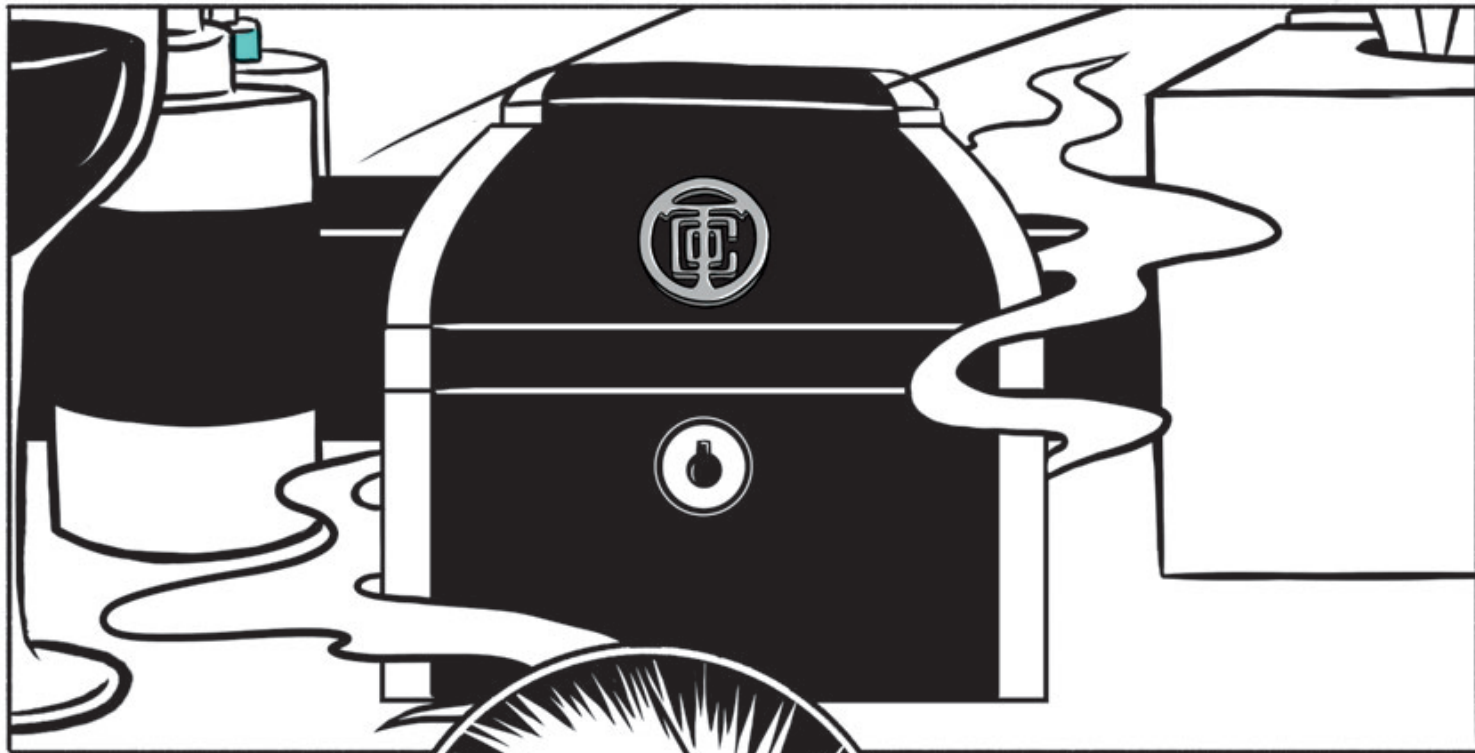
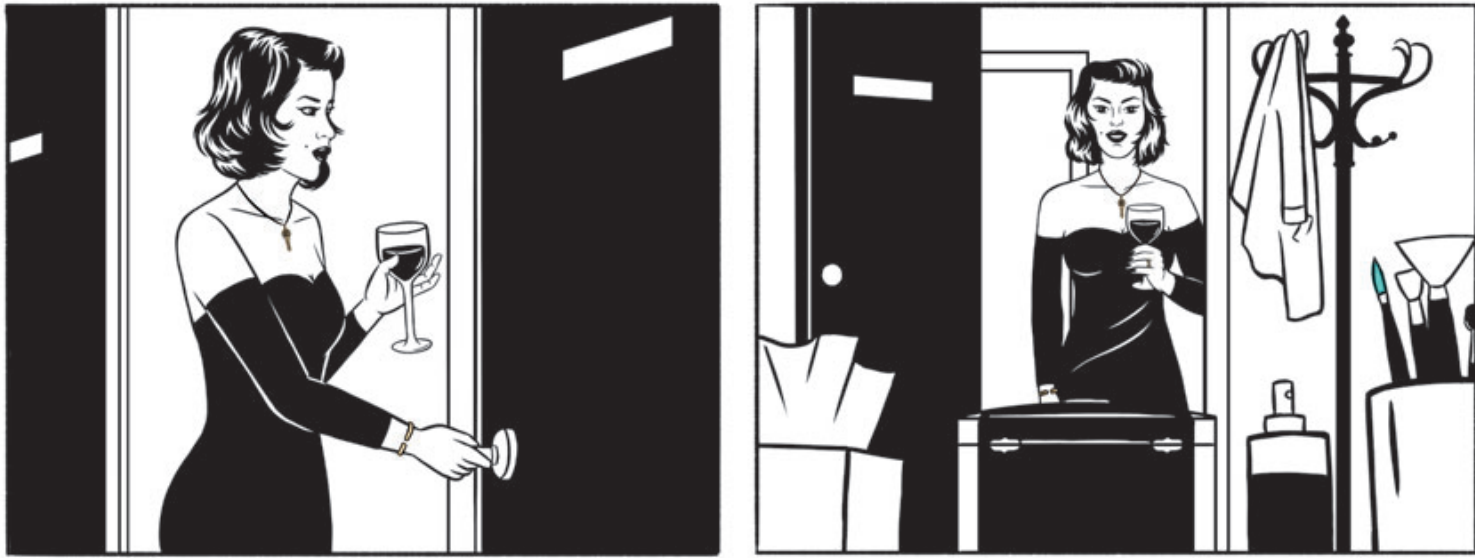
BY STELLAR LEUNA



This page: Tiffany Keys modern keys narrow cuff in 18k yellow gold with diamonds.
Opposite page: Tiffany Keys modern keys in 18k yellow, rose and white gold with diamonds.
Chain sold separately. Personalization services available at an additional cost.



This page: Tiffany Keys modern keys hexagon key in 18k white gold with diamonds.
Opposite page: Tiffany Keys modern keys in 18k yellow, rose and white gold with diamonds.



This page: Tiffany Keys modern keys narrow cuff and ring in 18k yellow gold with diamonds and key in 18k yellow gold. Opposite page: Tiffany Keys modern keys ring and key in 18k yellow and white gold with diamonds.

POP ROCKS

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



Designs © Paloma Picasso



This page: Paloma's Studio octagon ring in 18k yellow gold with a rubellite and amethysts.
Opposite page: Paloma's Studio octagon two-stone ring in 18k yellow gold with an aquamarine and a rubellite.
Paloma's Studio collection is available in select Tiffany stores.

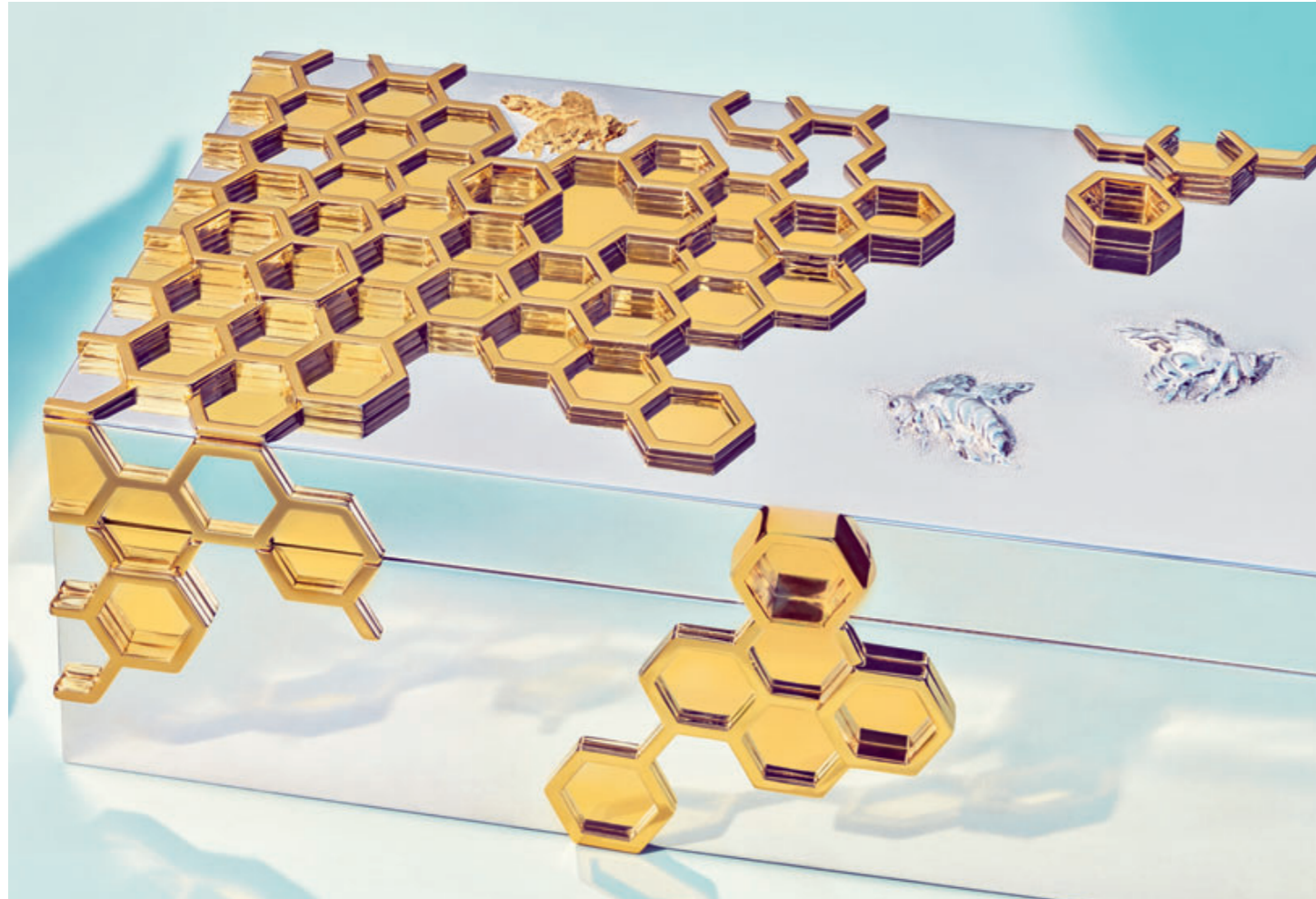


Designs © Paloma Picasso



This page: Paloma's Studio pyramid rings in 18k yellow gold with citrines and rubellites and with tanzanites and green tourmalines. *Opposite page:* Paloma's Studio baguette three-stone rings in 18k yellow gold with amethysts, citrines, green tourmalines, rubellites and blue topazes.

“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.”



Photograph by Grant Cornett

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.



SCAN TO EXPLORE OUR 2018 BLUE BOOK COLLECTION
OR VISIT [TIFFANY.COM/BLUEBOOK18](https://www.tiffany.com/bluebook18).
THIS INTERACTIVE EXPERIENCE BEGINS ON 9 OCTOBER.

TIFFANY.COM



Tiffany & Co. views the protection of the environment as both a moral obligation and a business imperative.
We proudly state that this catalogue is printed on paper that is Forest Stewardship Council® (FSC®) certified. It contains fiber from forests that are carefully managed, responsibly harvested and adhere to strict environmental and socioeconomic standards.

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