

THE SAGA

TIFFANY’S AND CREATIVITY

It’s an American legend, and according to Tiffany & Co. Vice President Jon King, it is this legend and ideal vision that the brand seeks to nurture and protect. He inherited this mission directly from the brand’s founder, Charles Lewis Tiffany, a master of storytelling in his own right and a bold entrepreneur: Tiffany & Co. can thank him for the moment of genius that secured a worldwide reputation for the American jeweler: in 1878, at his own risk and peril, he acquired a 287.42 carat yellow diamond from the Kimberley mines in South Africa. With 82 facets – that’s 24 more than the usual 58 – and its unheard-of final size of 128.54 carats, it became the exceptional piece known as the Tiffany diamond. Securing Charles Lewis Tiffany’s standing as the “King of Diamonds” and making his company a world leader, Tiffany’s “cut above” reputation was born. Presented at the opening of its new flagship store on the Champs-Élysées in Paris, the Tiffany diamond symbolizes all the history the brand has created since 1837. In addition to exceptional pieces, like the ones recreated by Jean Schlumberger, known for their remarkable enamel work done by a Paris atelier, Tiffany & Co is also widely sought after for their entry-level items. In fact, Champs-Elysées flagship will present all of the brand’s lines and cater to the desires of an eclectic customer base, all in one place, without sacrificing anything of the house’s commitment to ethical creation. For example, Tiffany & Co.



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01. STUDIO ROSO CHANDELIER AT TIFFANY&CO FLAGSHIP ON CHAMPS-ÉLYSÉES, PARIS
02. TIFFANY AND ITS MAGNIFICENT DIAMOND RECEIVE TOP HONORS AT THE PAN-AMERICAN EXPOSITION IN BUFFALO — © CORBIS
03. AUDREY HEPBURN WEARS JEAN SCHLUMBERGER’S RIBBON ROSETTE NECKLACE WITH THE TIFFANY DIAMOND FOR THE FILM BREAKFAST AT TIFFANY’S
PHOTO CREDIT: AUDREY HEPBURN® TRADEMARK AND LIKENESS LICENSED BY LICENSING ARTISTS LLC FOR SEAN FERRER AND LUCA DOTTL
04. THE TIFFANY DIAMOND AND NECKLACE WITH THE FINAL SKETCH — © TIFFANY & CO.

systematically refuses to work with ruby because, as Jon King insists, despite what you may be told, the stone most often comes from Sri Lanka, where human rights issues remain very problematic. And while the company chairman lobbies Washington, D.C. to make progress on the traceability of precious stones, Tiffany & Co. did not wait around for new legislation on social and environmental responsibility to launch its own initiatives, underlines Jon King. Similarly, the company has also taken a stand against using coral in their designs and broadcasting their commitment by placing “No Coral” placards in their New York storefronts, to the delight of passersby and shoppers alike. Staying true to the creative spirit of its founder while also enduring through

successive fashions can prove to be, as King calls it, “a dilemma”. Despite this, Tiffany’s designs remain inspired by the same elements that helped make its pieces so widely loved in the first place — nature and its energy, and the tension between the various elements of creation. “It’s not something that a computer can do”, insists King. “It’s an effect handcrafted by a designer. Technology is an extension of creation. Design starts with drawing and painting. At recruiting interviews, we ask our designers if they can draw and paint. A lot of talented young graduates don’t know how to draw. ‘You have to be an artist’, we tell them.” Listen up! *STEPHANIE BUI*
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