



Who doesn't love to be taken by surprise?

To see things through new eyes?

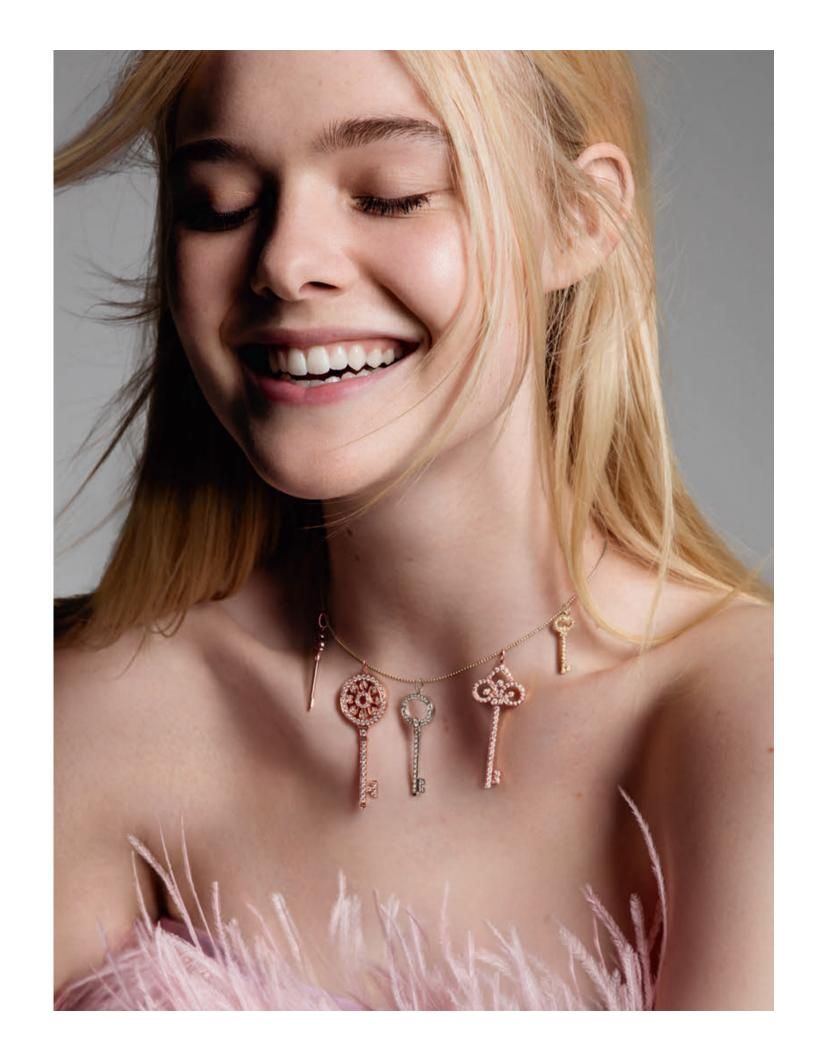
At Tiffany, we have always been instigators of thought and action, believers in pushing boundaries, champions of taking things a little further than most would dare. Thinkers and dreamers lie at the heart of our legacy, and every day, through exquisite design and masterful craftsmanship, we create a world that is beguiling and beautifully unexpected.

This is Tiffany.

## There's Only One

TIFFANY HAS ALWAYS STOOD FOR CREATIVITY,
PASSION, OPTIMISM AND INDIVIDUALITY.
THESE EXUBERANTLY UNCONVENTIONAL WOMEN AND
MEN EPITOMIZE EVERYTHING WE BELIEVE IN.

Photographs by Inez van Lamsweerde and Vinoodh Matadin



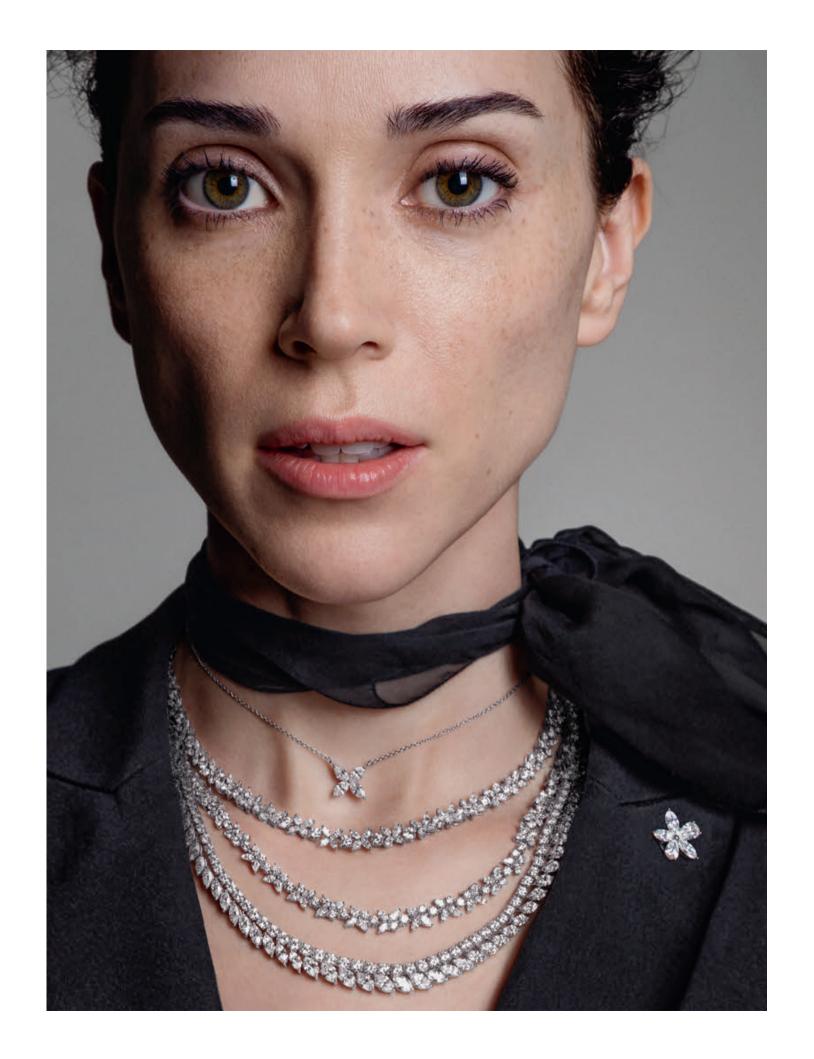


Previous page: Tiffany Keys with diamonds, from \$2,000. Chain sold separately. This page: Paloma's Graffiti love ring, \$3,900.

Tiffany Victoria\* ring, \$13,750. Ring with diamonds, price upon request. I.D. bracelet, \$500.

Opposite page: Tiffany Victoria\* designs, from \$2,000. Necklace with diamonds, price upon request.

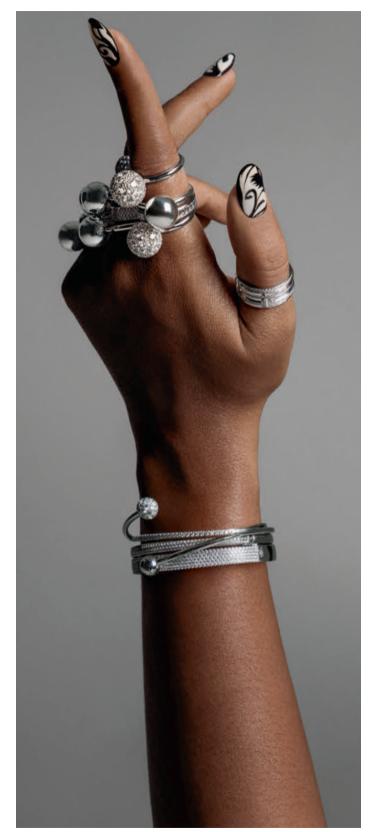
Original designs copyrighted by Paloma Picasso.









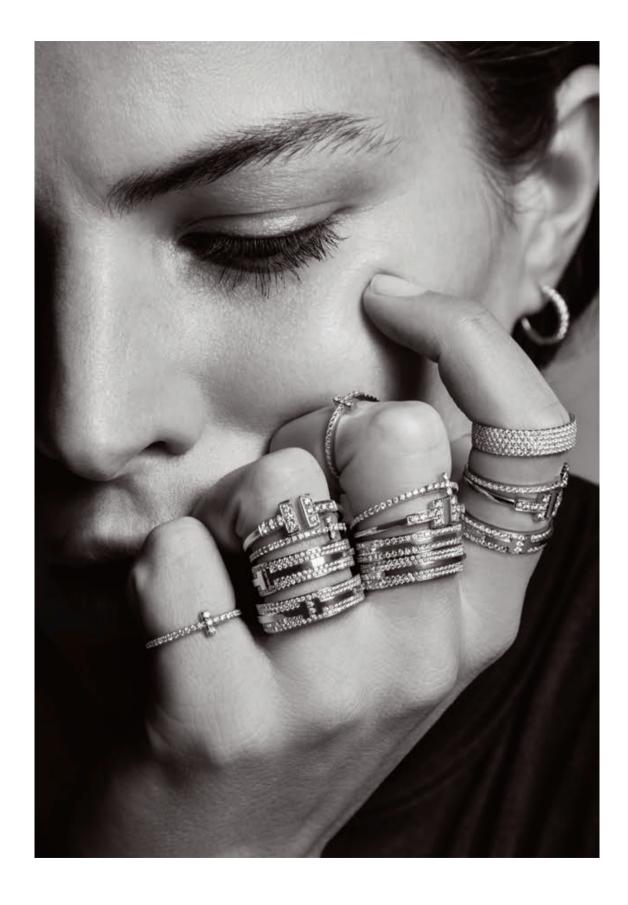


This spread: Tiffany HardWear designs, from \$175. Tiffany Tags designs, from \$500. Tiffany T designs, from \$1,600. Tiffany Victoria® designs, from \$14,000. Tiffany Metro designs, from \$2,300. Paloma Picasso® ring, from \$500. Tiffany® Diamond Wedding Band, from \$3,200. Original designs copyrighted by Paloma Picasso.





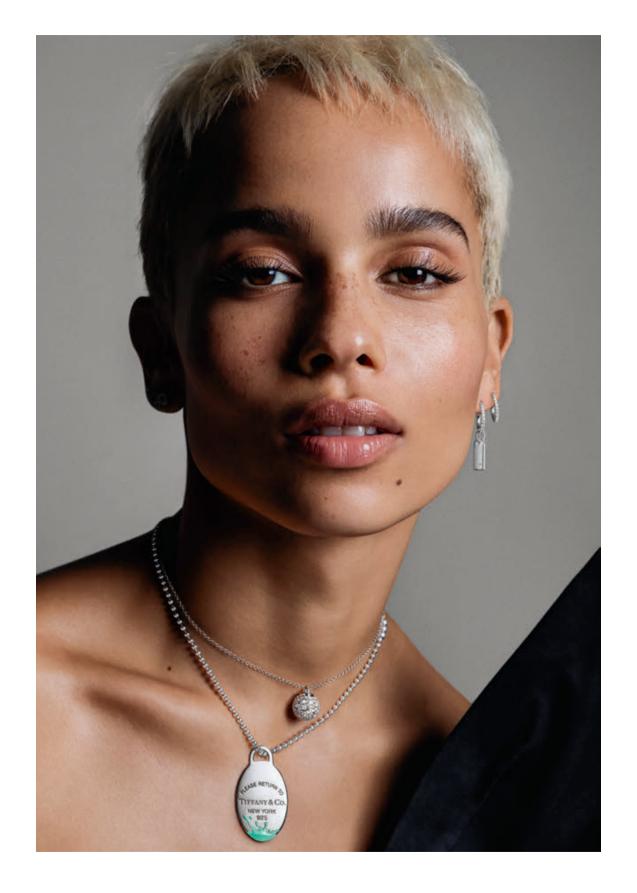
 $\label{eq:constraint} Opposite\ page: \ Tiffany\ \&\ Co.\ Schlumberger^*\ Bird\ on\ a\ Rock\ clip,\ price\ upon\ request.\ This\ page:\ Tiffany\ East\ West^*\ 2-Hand\ 42\ x\ 25\ mm\ watch,\ \$3,750.\ Venetian\ link\ bracelet,\ \$210.$ 





Tiffany solitaire earrings, from \$1,200. Tiffany Victoria® designs, from \$8,700. Return to Tiffany® charm, \$150. Chain sold separately. Necklace with diamonds, price upon request.





Opposite page: Tiffany T designs, from \$1,900. Tiffany Enchant\* designs, \$75,000.

Tiffany Victoria\* designs, from \$1,800. This page: Return to Tiffany\* pendant, \$300. Tiffany Metro, \$2,650.

Tiffany Tags, \$500. Tiffany HardWear pendant, from \$9,000.









### The Silver Cup Project

TO LIVE WITH BEAUTY EVERY DAY,
WE MUST TAKE IT, REIMAGINE IT, TRANSFORM
IT AND MAKE IT COMPLETELY OUR OWN.
A FEW DISTINCTIVE POINTS OF VIEW.







WHAT MAKES YOU HAPPY

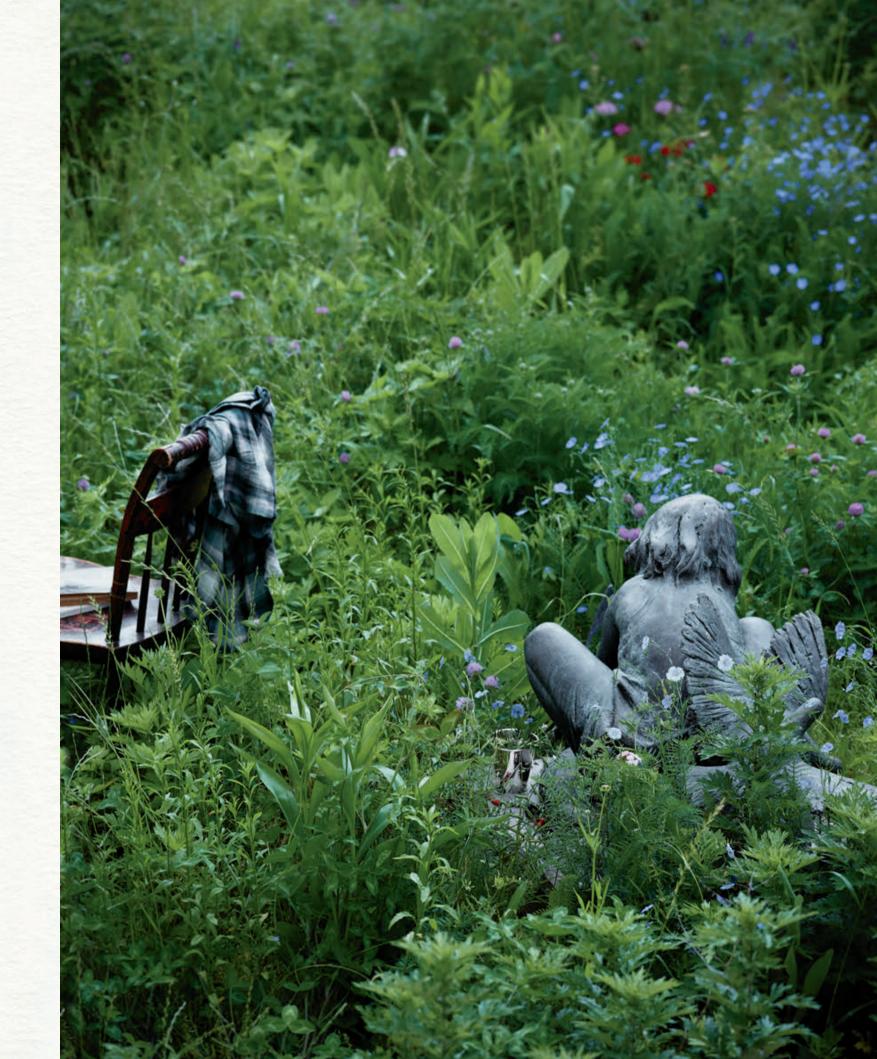
She morning light

WHAT MAKES A HOME

books coffee love

A perfect verse

PATTI SMITH, WRITER





Ryan Torbon



WHAT MAKES YOU HAPPY

Friday, Saturday, Sinday.

WHAT MAKES A HOME

A distinct fauling

YOUR TIFFANY STERLING SILVER OUP

Redefines everyday luxuries.

### Most Robber Hugo Gunners



WHAT MAKES YOU HAPPY

dog-earned books 010 friends, Sunshine, Flowers

WHAT MAKES A HOME

Well-stocked pantry. Children's laughter. Pets. Home cooking

YOUR TIFFANY STERLING SILVER CUP

Mint Julegs. Classic design. Polished silver



### Vanessa Traina



What Makes you Happy
My husband, my son, weekends
What Makes a HOME
My husband, my son, warmth

Timeless, meaningful, purposeful

VANESSA TRAINA, CREATIVE DIRECTOR

£ .



WHAT MAKES YOU HAPPY

traveling

WHAT MAKES A HOME

Scent, sound, flowers.

YOUR TIFFANY STERLING SILVER CUP

turns anything into art.

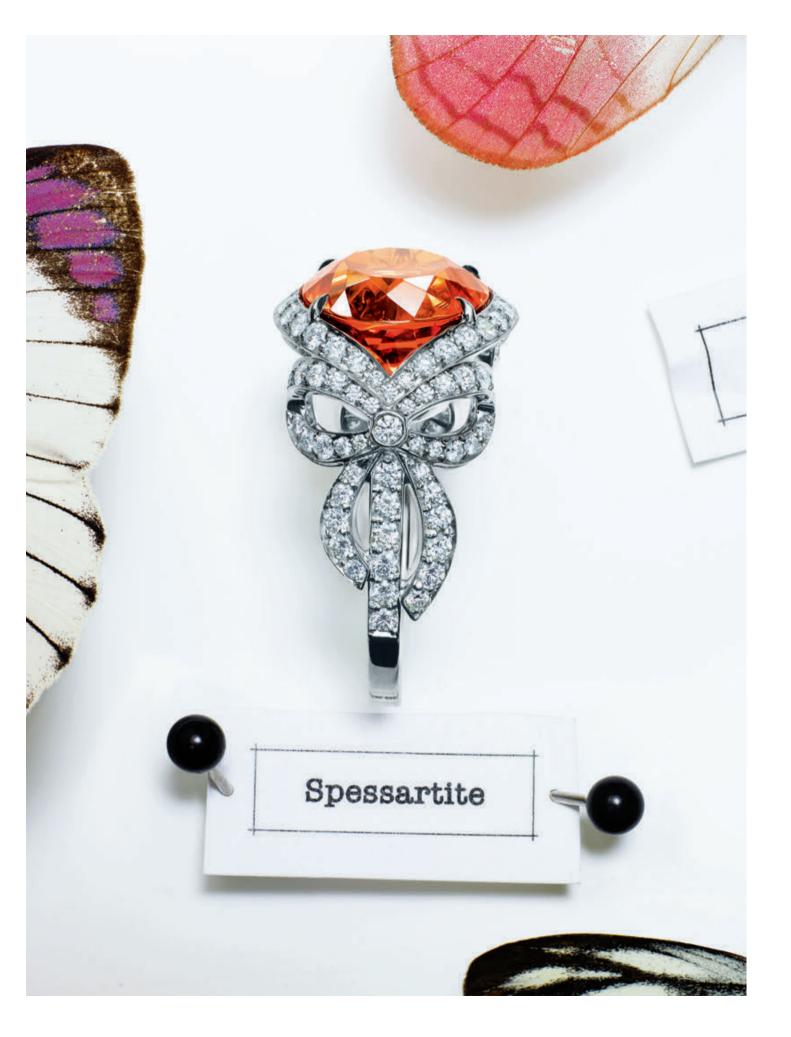














# All You Ned Ned

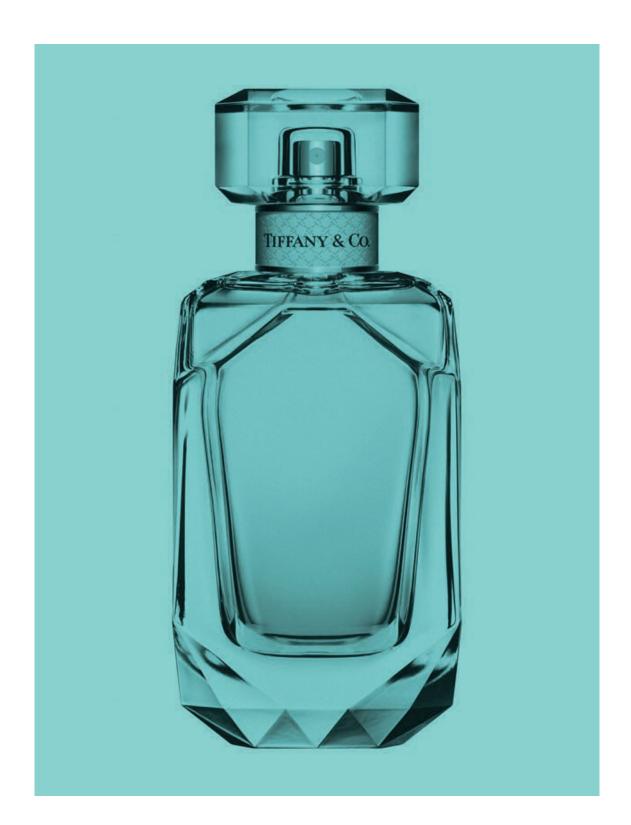
LOVE IS THE ESSENCE OF TIFFANY.

AND THE NEW TIFFANY FRAGRANCE IS

THAT ESSENCE, CAPTURED.

Photographs by Steven Meisel Bottle photograph by Mario Godlewski

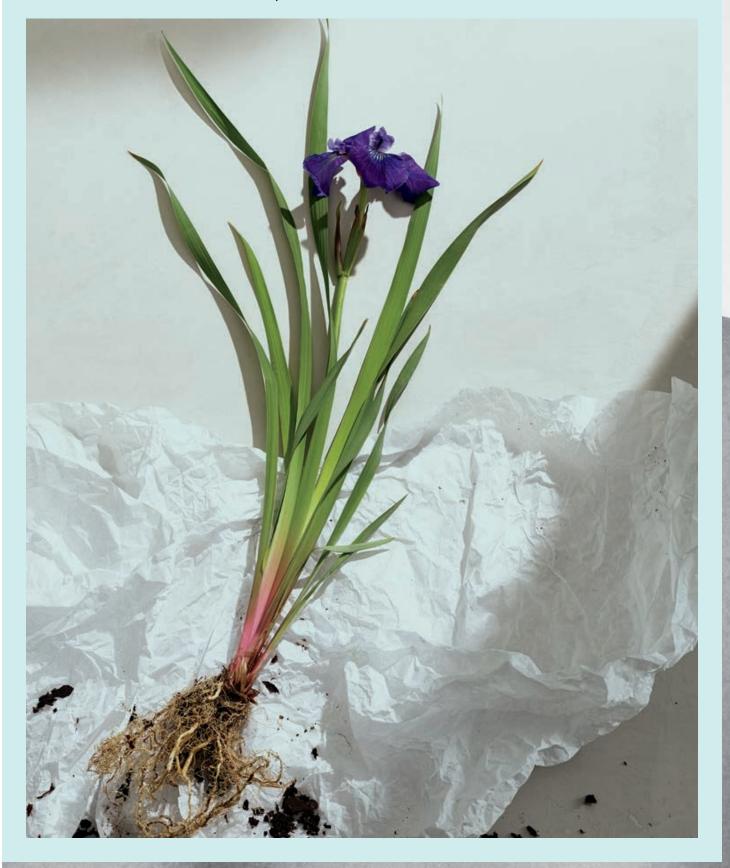


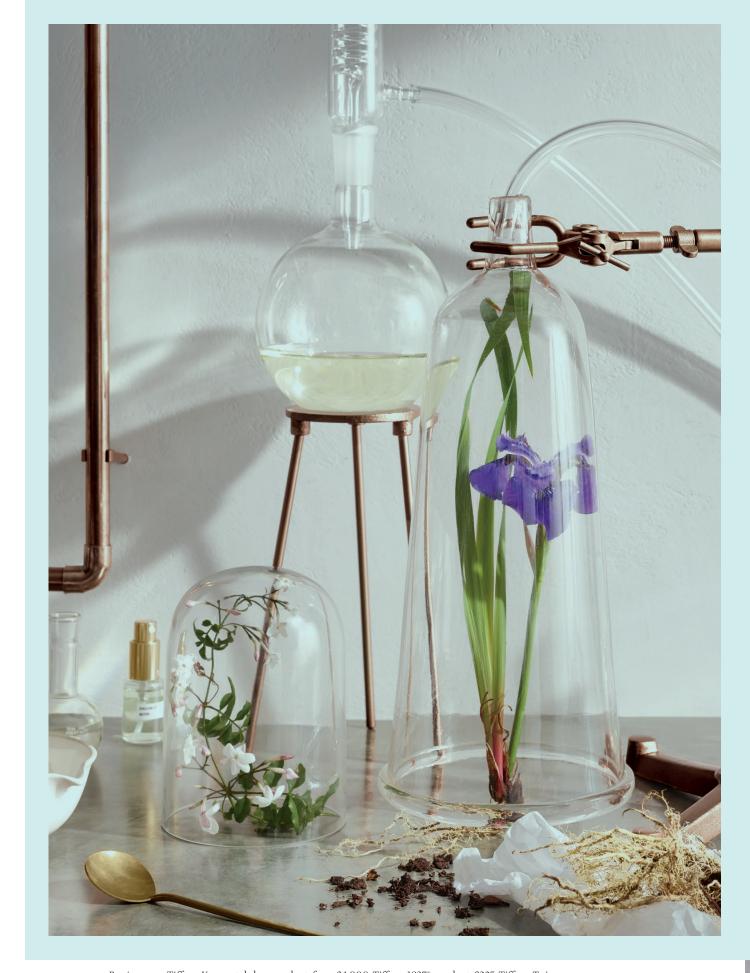


Previous page: Tiffany Keys petals key pendant, from \$4,000. Tiffany 1837\* pendant, \$325. Tiffany T rings, \$2,200. Tiffany Embrace\* rings, from \$6,225. Tiffany Circlet necklaces, from \$43,000. Chains sold separately. This page: Tiffany Fragrance, from \$75. Opposite page: Tiffany Circlet necklaces, from \$43,000.

TITLE Modern Alchemy

OTOGRAPHS Frederik Vererugue





Previous page: Tiffany Keys petals key pendant, from \$4,000. Tiffany 1837® pendant, \$325. Tiffany T rings, \$2,200. Tiffany Embrace® rings, from \$6,225. Tiffany Circlet necklaces, from \$43,000. Chains sold separately. This page: Tiffany Fragrance, from \$75. Opposite page: Tiffany Circlet necklaces, from \$43,000.

#### IN CONVERSATION WITH DANIELA ANDRIER, THE PERFUMER BEHIND TIFFANY, THE FRAGRANCE

a beautiful
his of
tradition
and
modernity

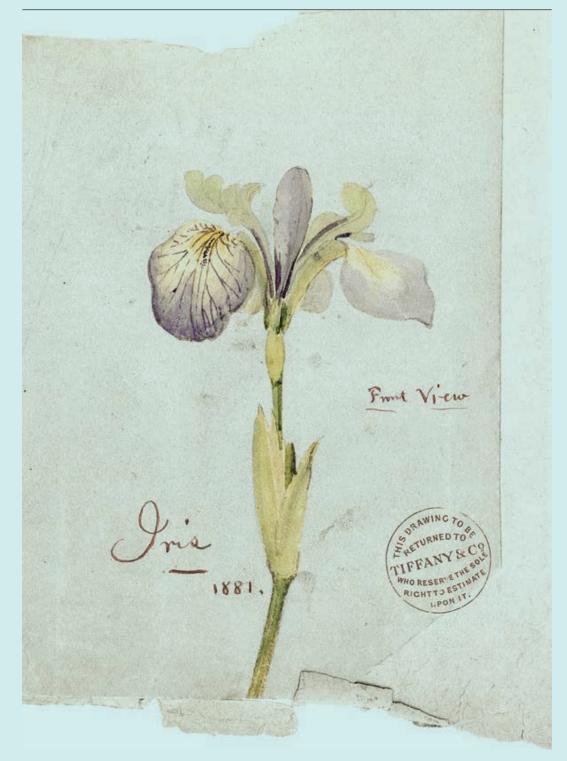
To establish the bond between a brand and a perfume is magical and poetic. What I had in mind when working on Tiffany's fragrance was to make something that has a radiant light to it—like a beautiful stone that you wear. I wanted to embrace the values of the brand: love, elegance, creativity and modernity. The scent is a sparkling floral musk, a contemporary take on highly precious ingredients of traditional haute perfumery. The process of creation is very intuitive. I realized after the fact that my first choice, Iris, was both the most expensive ingredient in perfumery, and almost faceted—like a gemstone. We introduced a unique version of Iris, developed exclusively for Tiffany. We were able to strip away certain elements, keeping only its pure, bright and sensual side.

I combined this with other new and refined musk and floral ingredients, which were crafted to bring out a personality very different from their traditional essences. The use of these exclusive materials, combined in an artisanal way, is a beautiful mix of tradition and modernity. It allowed us to create something timeless that smells unlike anything that's come before.



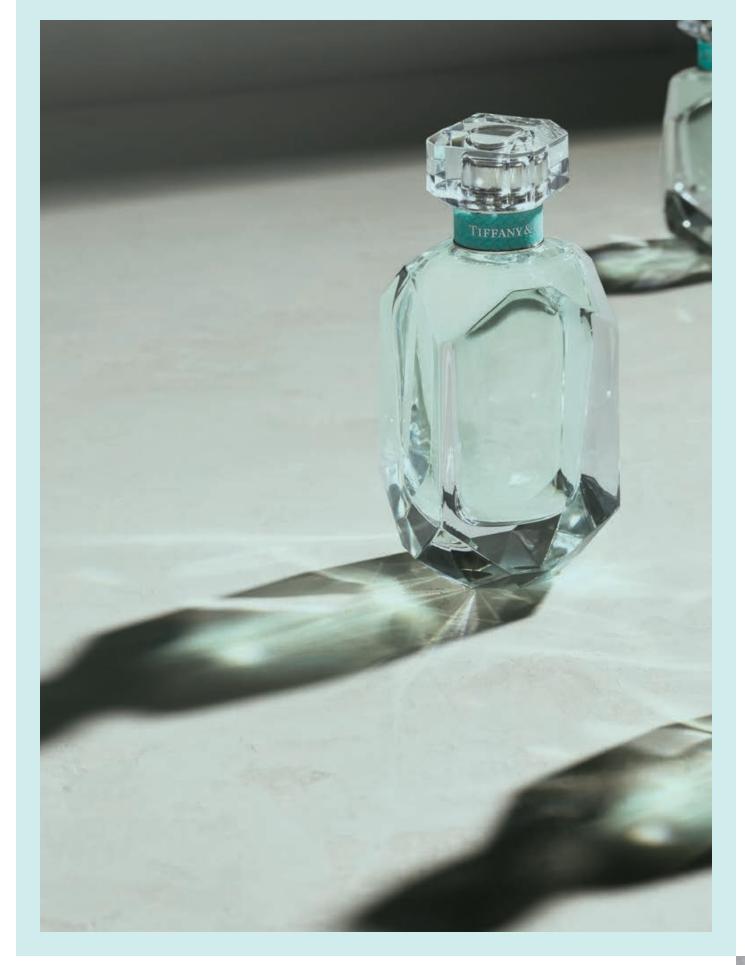
Previous page: Tiffany Keys petals key pendant, from \$4,000. Tiffany 1837\* pendant, \$325. Tiffany T rings, \$2,200. Tiffany Embrace\* rings, from \$6,225. Tiffany Circlet necklaces, from \$43,000. Chains sold separately. This page: Tiffany Fragrance, from \$75. Opposite page: Tiffany Circlet necklaces, from \$43,000.

Specimen:	Iris	Subfamily:	Iridoideae
Kingdom:	Plantae	Tribe:	Irideae
(unranked):	Angiosperms	Genus:	Iris
(unranked):	Monocots	Type species:	Iris germanica
Order:	Asparagales	Subgenera:	Hermodactyloides, Iris, Limniris,
Family:	Iridaceae		Nepalensis, Scorpiris, Xiphium





Previous page: Tiffany Keys petals key pendant, from \$4,000. Tiffany 1837\* pendant, \$325. Tiffany T rings, \$2,200. Tiffany Embrace\* rings, from \$6,225. Tiffany Circlet necklaces, from \$43,000. Chains sold separately. This page: Tiffany Fragrance, from \$75. Opposite page: Tiffany Circlet necklaces, from \$43,000.



PROJECT Tiffany Fragrance

Iris

FRAGRANCE

HEART NOTE

This modern, artisanal scent, with the noble iris at its heart, is as exhilarating and inspired as love itself.

SAMPLE

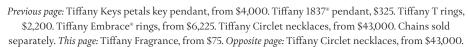
Tiffany Eau de Parfum

NOTES

Top notes of vert de mandarine. At the heart, a precious iris flower is the hero ingredient. Patchouli and musk base notes. The final structure is both unexpected and timeless—scent in its most elemental form.

EDITORIAL

RIAL Modern Alchemy





### Urban Legends

TIFFANY'S CREATIVITY HAS ALWAYS BEEN PART OF THE ENERGY OF NEW YORK, WITHOUT RULES, WITHOUT LIMITS, WITHOUT FEAR. AFTER 180 YEARS, WE'VE BECOME PART OF THE VERY FABRIC OF THIS AMAZING CITY.

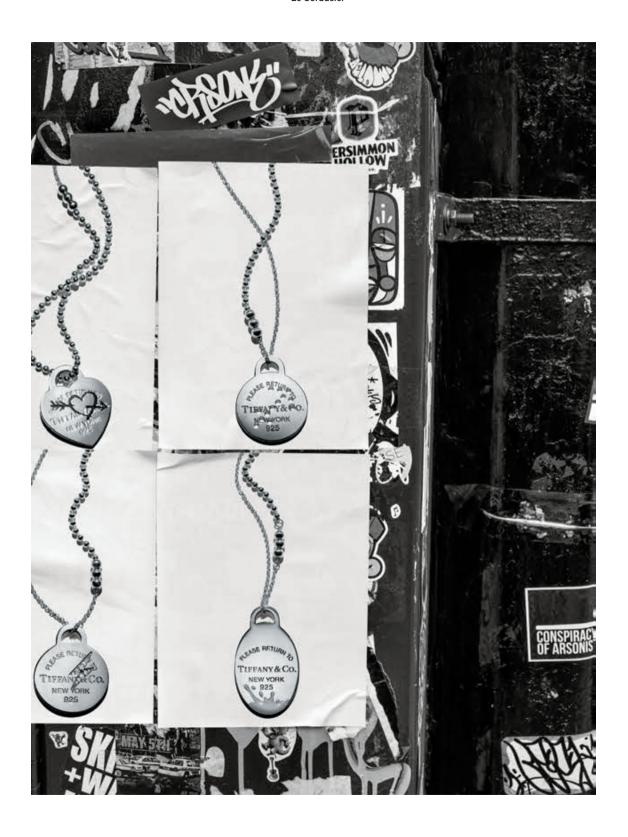
**Photographs by Raymond Meier** 





### "A hundred times I have thought: New York is a catastrophe, and fifty times: it is a beautiful catastrophe."

—Le Corbusier



Opening page: The Tiffany\* Setting, from \$1,480. Opposite page: Tiffany Keys petals key pendant, from \$4,000. Chain sold separately. This page: Return to Tiffany\* designs, from \$300.

"... New York is always hopeful. Always it believes that something good is about to come off, and it must hurry to meet it."

—Dorothy Parker



This page: Tiffany HardWear wrap bracelet, from \$975.

Opposite page: Paloma's Graffiti love pendant with diamonds, \$3,200. Original designs copyrighted by Paloma Picasso.





#### "There is something in the New York air that makes sleep useless."

—Simone de Beauvoir

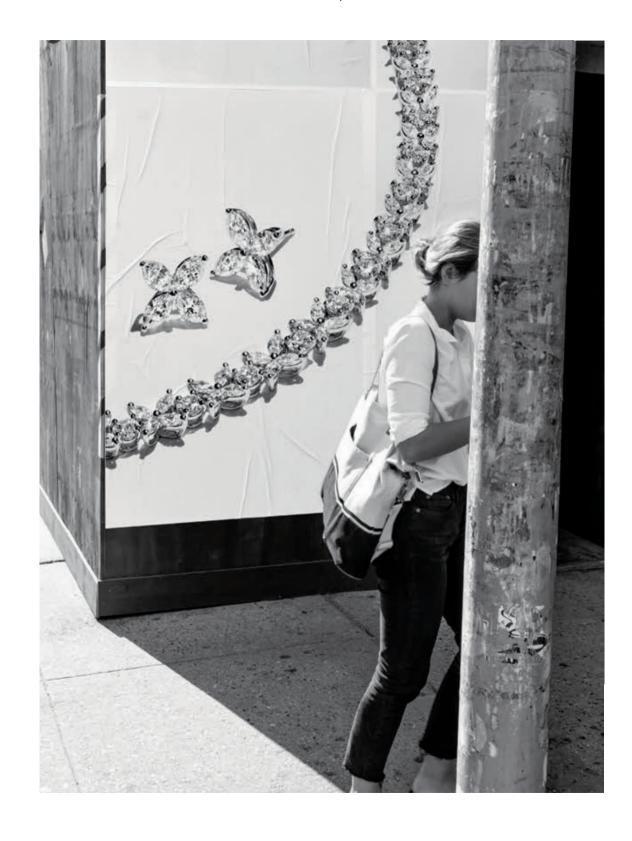


Opposite page: Tiffany T smile pendant with diamonds, from \$1,900.

This page: Elsa Peretti\* Open Heart pendant on silk, \$475. Original designs copyrighted by Elsa Peretti.

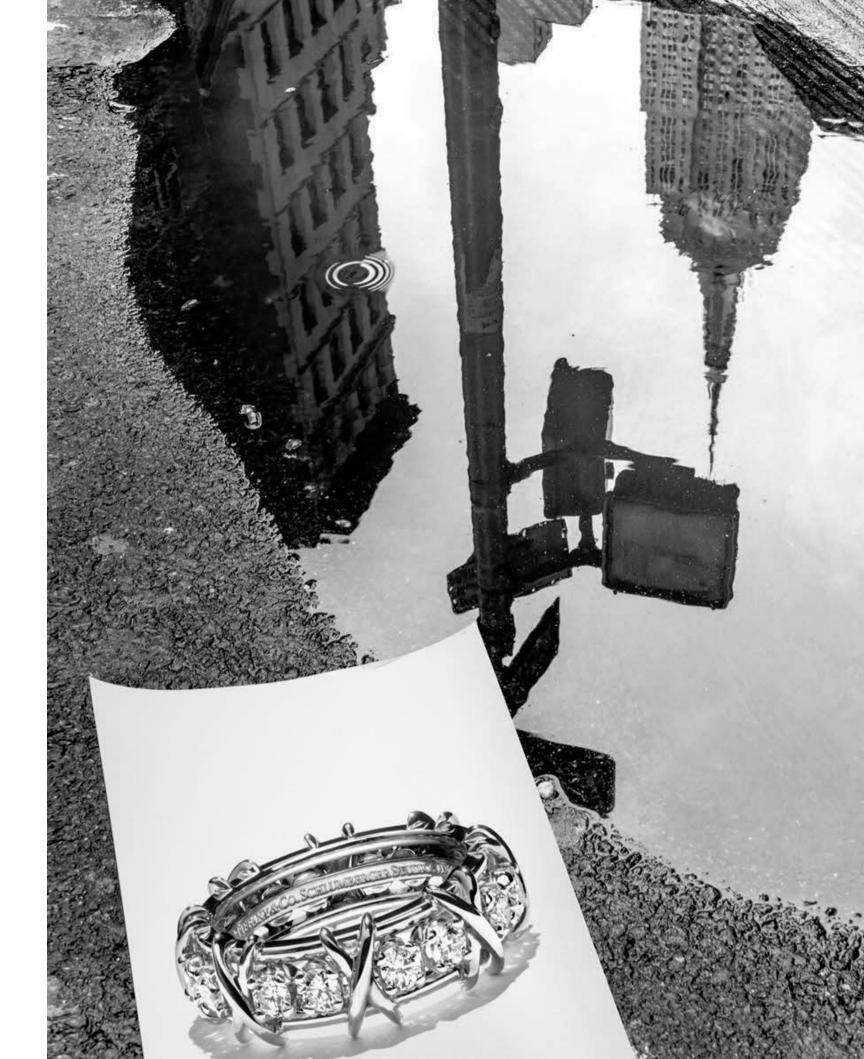
### "New York is a diamond iceberg floating in river water."

—Truman Capote



This page: Tiffany Victoria\* designs, from \$2,950.

Opposite page: Tiffany & Co. Schlumberger\* Sixteen Stone ring, from \$9,200.



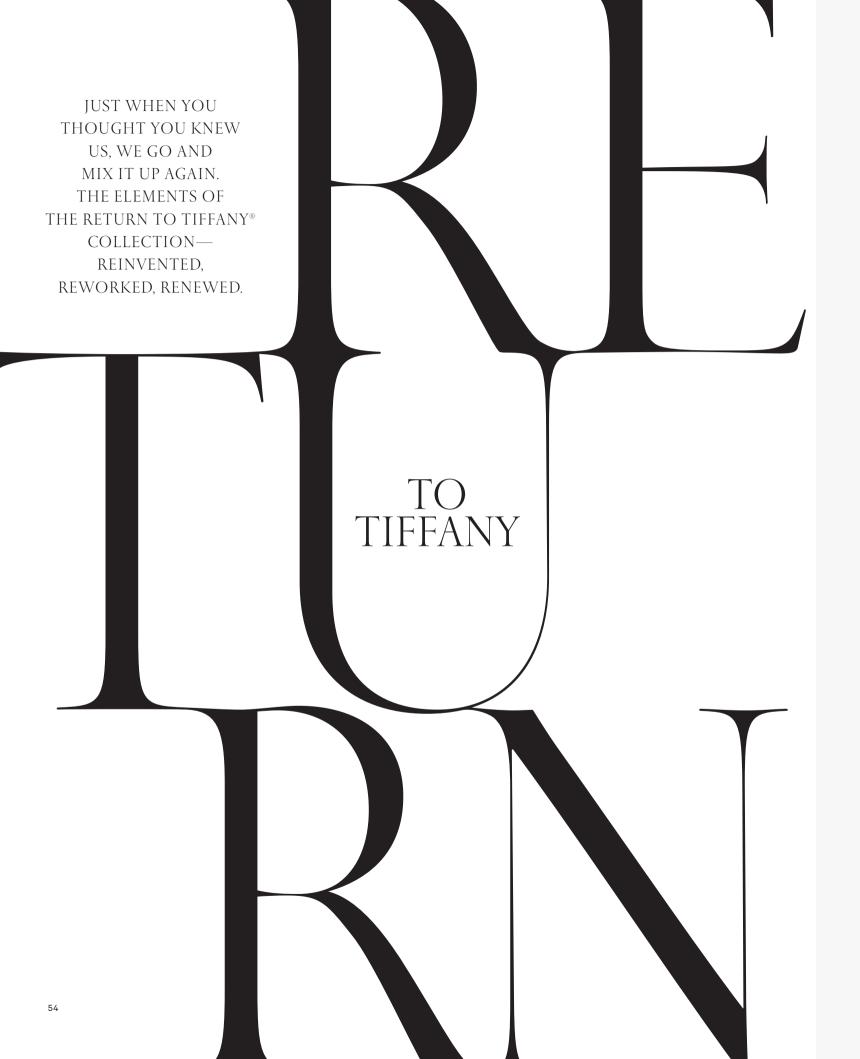


"It'll be a great place if they ever finish it."

-0. Henry



 $\label{eq:opposite page: Tiffany East West^* automatic 3-Hand 46.5 x 27.5 mm watch, \$4,750. \\ \textit{This page: } Tiffany T square bracelets with diamonds, \$10,500.$ 









Opening page: Return to Tiffany\* pendant, \$300. Previous spread: Tiffany Tags designs, from \$1,400.

Return to Tiffany\* designs, from \$300. Paloma's Graffiti love designs, from \$725.

Chain sold separately. This spread: Return to Tiffany\* designs, from \$300. Tiffany solitaire pendant, from \$1,090. Original designs copyrighted by Paloma Picasso.



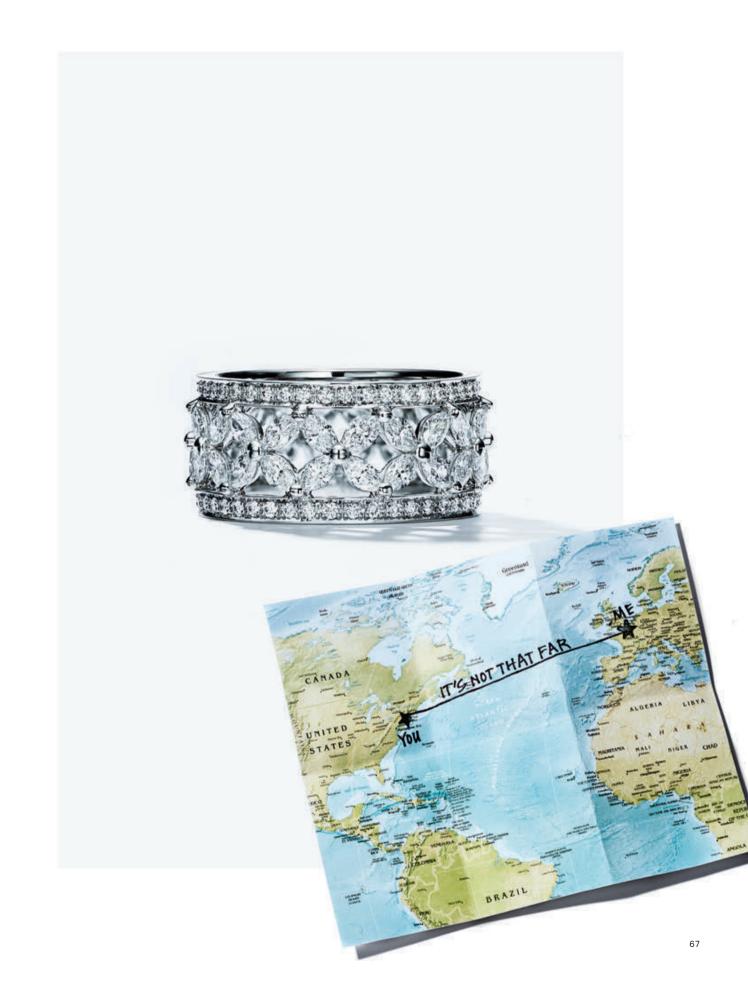


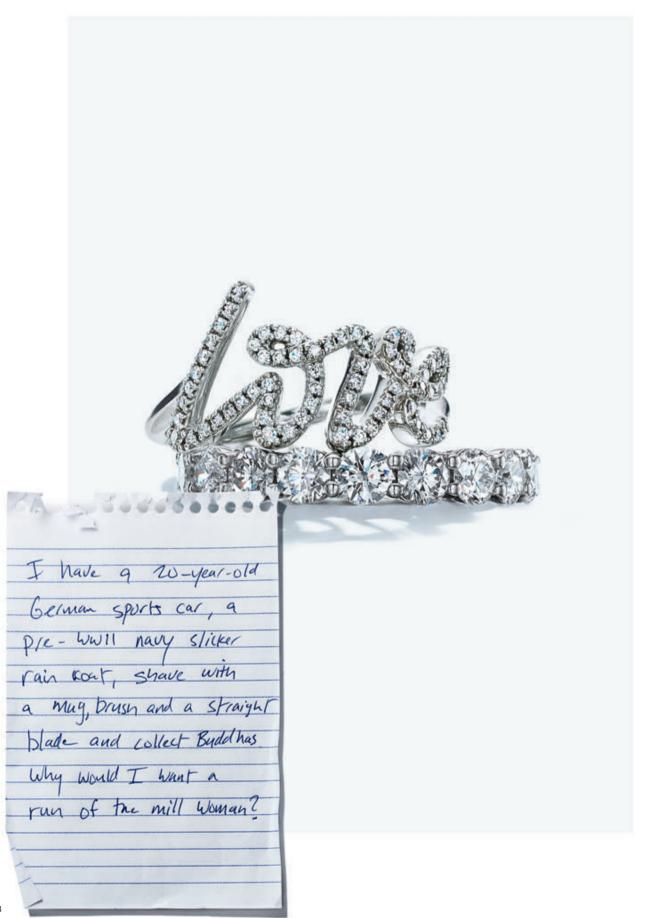










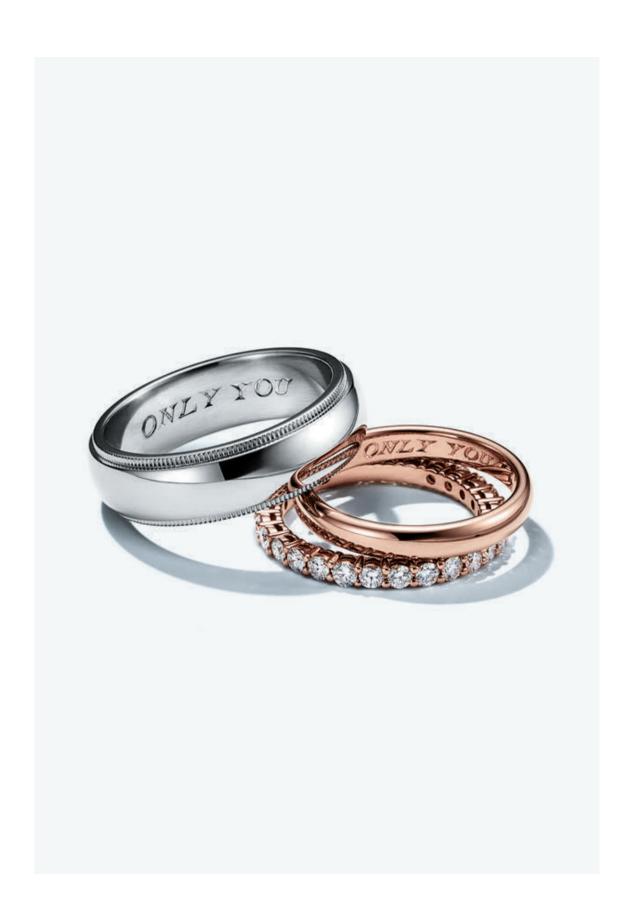




This page: Paloma's Groove™ ring, \$800. Tiffany Flat wedding band ring, from \$1,150.

Opposite page: Paloma's Graffiti love ring, \$3,900. Tiffany Embrace band rings, from \$6,225.

Original designs copyrighted by Paloma Picasso.







MyTIFFANY

FOR MODEL/ACTIVIST DOUTZEN KROES, HER TIFFANY DIAMOND WEDDING BAND CHANGED EVERYTHING.

My husband and I met in 2009 when mutual friends introduced us at a music festival. When it was over, I gave him every possible phone number or email address for me. I wanted to make sure there was no way he could not find me. I never really stopped to think it through. It felt right and everything made sense. I simply let my heart guide me on this, and it has led me so well. We got engaged in Suriname, where he's from, on New Year's Eve of 2009. We were on jet skis on a river at the end of the day. The sun was setting and it was quiet and incredibly beautiful. I thought I had seen a box in his pocket and was so sure he was about to propose, and then he didn't! I couldn't believe it! It wasn't until a little later that evening, in a little tree house deep in the jungle, that he asked me to marry him. I think he chose that moment and that

place because he felt very connected to his roots in his home, very empowered. It was magical, very tender. When it came time to pick a wedding band, I knew I wanted to go to Tiffany because that's such a dream. We were married a short time later on a small houseboat on a canal in Amsterdam. Something felt very different for me after that day. Because I had been traveling all over the world from such a young age, I felt like I was always searching, always seeking. Having that band on my finger was a very grounding thing. It meant I could stop looking around, and just be at peace, that we could create our own beautiful family. When I take it off for a shoot, it always feels a little strange, like my heart is empty. So I put it back on as soon as I can. This ring represents our love, our bond, our family and the future we are building together.

Portrait by Paul Bellaart. Still life courtesy of Doutzen Kroe

### TO ORDER VISIT TIFFANY.COM/FALL OR CALL 800 843 3269 WEEKDAYS 8AM TO 12AM AND WEEKENDS 10AM TO 5PM EST.

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To remove your name from our mailing list, please contact customer service.

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On the cover: Tiffany T designs, from \$1,600. Tiffany Metro designs with diamonds, from \$6,900. Introduction: Sterling silver bird's nest with Tiffany Blue\* porcelain eggs, \$10,000. The Tiffany\* Setting, from \$1,480.

