

THIS IS TIFFANY



SPRING/SUMMER
2015

“IF YOU OBEY
ALL THE RULES,
YOU MISS
ALL THE FUN.”

— Katharine Hepburn

There's something in the air that makes us think
of warmer days, bright futures and new beginnings.
We've mixed things up for the season, taking
objects of extraordinary beauty, looking at them
from a fresh perspective and adding rich stories from
the world of Tiffany. For spring, a celebration
of all things beautiful and bright.
This is Tiffany.

TIFFANY & CO.
NEW YORK SINCE 1837



THIS IS TIFFANY

TIFFANY & Co.
SPRING/SUMMER 2015

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TIFFANY T + ATLAS®
THE POWER OF ICONIC DESIGN.



THE NEW ORDER

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TIFFANY T + ATLAS®





TIFFANY T + ATLAS®



This page: Tiffany T wide bar cuff in sterling silver, \$3,500.

On model: Atlas® designs in 18k yellow and rose gold. Open rings, \$900 each. Round pendant, \$1,300. Flat bangle, \$4,500. Tiffany T designs in 18k yellow gold. Square ring, \$1,250. Smile pendant, \$900. Wire hoop earrings, \$1,600.

Previous spread: Atlas® wide cuff in 18k gold, \$12,500. On model: Atlas® designs in 18k white, yellow and rose gold. Round pendant, \$4,000. Hinged bangle, \$6,800. Flat bangles, \$4,500 each. Rings, from \$800.

Tiffany T designs in 18k white gold and sterling silver. Wire hoop earrings with diamonds, \$5,500. Wire bracelet, \$1,500. Wire bracelet with diamonds, \$3,000. Narrow wire bracelet, \$1,100. Cutout cuff, \$1,800. Bar cuff, \$2,800.





TIFFANY T + ATLAS®



This page: Atlas® designs in 18k white gold. Hinged bangle with diamonds, \$11,000. Narrow closed ring with diamonds, \$1,950. Open ring with diamonds, \$4,000. Narrow open bangle in sterling silver, \$550.

On model: Atlas® designs in 18k gold. Round pendant, \$1,300. Wide cuff, \$12,500. Hinged bangle, \$6,800. Narrow open bangle, \$3,500. Pierced bracelet in sterling silver, \$175. Tiffany T designs in 18k yellow and white gold. Chain necklace worn as a bracelet, \$5,700. Square bracelet, \$5,000. Diamond line bracelet, from \$15,000. Wire bracelet with diamonds, \$3,000. Tiffany Metro hinged bangle in 18k white gold with diamonds, \$6,200. Chain in 18k gold, \$525.



This page: Atlas® round pendant in 18k gold, from \$1,600.

On model: Tiffany T designs in 18k yellow and rose gold. Square bracelet, \$5,000. Wire bracelets with diamonds, \$3,000 each. Chain bracelets, from \$2,200. Chain necklaces, from \$5,700. Diamond line bracelet, from \$20,000. Cutout cuff with white ceramic, \$8,500.





Atlas® and Tiffany Metro rings in 18k yellow, white and rose gold, from \$800.
Tiffany Harmony® rings in platinum, from \$2,150.



TIFFANY T + ATLAS®



This page: Tiffany T wire bracelets in 18k white, yellow and rose gold with diamonds, \$3,000 each.

On model: Atlas® designs in 18k rose gold. Open pendant with diamonds, \$2,300. Hinged bangles with diamonds, from \$6,500. Pierced bracelet with diamonds, \$800. Narrow open bangle, \$3,500. Flat bangle, \$4,500.



This page: Tiffany T smile pendant in 18k gold with diamonds, \$3,300 (also on model).
 On model: Tiffany T designs in 18k white, rose and yellow gold. Line bracelets with diamonds, from \$15,000. Cutout cuff with white ceramic, \$8,500. Atlas® designs in 18k white and rose gold with diamonds. Open hinged bangle, \$11,000. Closed hinged bangle, \$6,500. Hoop earrings, \$4,300.
 Tiffany Metro hinged bangles in 18k white, rose and yellow gold, \$6,200 each.

TIFFANY T + ATLAS®





This page: Tiffany T square bracelet in 18k gold, \$5,000 (also on model).
 On model: Atlas® designs in 18k yellow and rose gold. Hinged bangle, \$6,800. Flat Bangle, \$4,500. Open ring with diamonds, \$3,600. Hoop earrings, \$2,600. Tiffany T designs in 18k yellow and rose gold. Chain necklace worn as a bracelet, \$5,700. Wire rings with diamonds, \$1,500 each. Cutout cuff in sterling silver, \$1,800.



THE BRIGHT SIDE

RARER THAN RARE, TIFFANY
YELLOW DIAMONDS GLOW WITH THE
WARMTH OF PURE SUNLIGHT.

TIFFANY SOLESTE®



Tiffany Soleste® cushion-cut yellow diamond ring in 18k gold and platinum with round brilliant white diamonds, from \$4,750.



TIFFANY SOLESTE®, TIFFANY KEYS



This page: Tiffany Soleste® yellow diamond rings in 18k gold and platinum with round brilliant white diamonds. Oval-shaped, from \$9,700. Pear-shaped, from \$10,700. Cushion-cut, from \$9,600.

Opposite page: Tiffany Keys kaleidoscope key pendant in platinum and 18k gold with yellow and white diamonds, from \$8,650. Chain in platinum, from \$400. Key and chain sold separately.

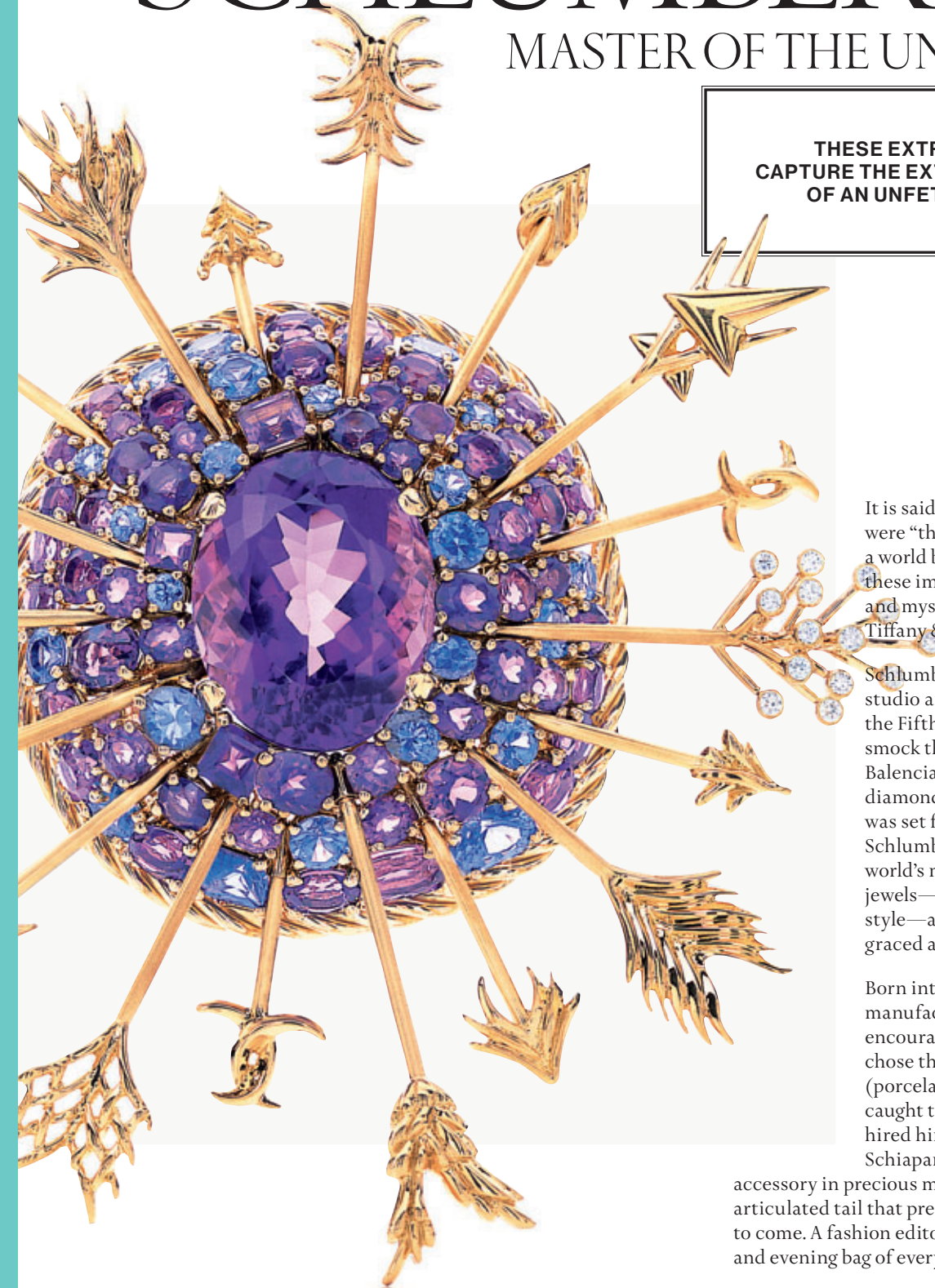


Tiffany yellow and white diamond bracelet in platinum and 18k gold, price upon request.

JEAN SCHLUMBERGER

MASTER OF THE UNEXPECTED

THESE EXTRAORDINARY JEWELS
CAPTURE THE EXTRAVAGANCE AND WHIMSY
OF AN UNFETTERED IMAGINATION.



It is said that Jean Schlumberger's inspirations were "the secrets of the sea, woods and vineyards ... a world beautiful and varied." He captured these images in magnificent jewels of glamour and mystery that marked his reign as a Tiffany & Co. designer.

Schlumberger arrived at Tiffany in 1956, where a studio and salon were created exclusively for him in the Fifth Avenue flagship store. Wearing a blue smock that was made for him by couturier Cristobal Balenciaga, with a vault of the finest Tiffany diamonds and gemstones at his fingertips, the stage was set for a 30-year run during which Schlumberger became one of Tiffany's and the world's most celebrated designers. His brilliant jewels—fantastic in nature, unrivalled in wit and style—are as breathtaking today as when they first graced a gown or lapel.

Born into a prominent family of textile manufacturers in Alsace, France, Schlumberger was encouraged to pursue banking in Berlin, but instead chose the artist's life in Paris. His early efforts (porcelain flowers and gemstones mounted as clips) caught the eye of couturier Elsa Schiaparelli, who hired him to create jewelry for her runway shows.

Schiaparelli's surrealist designs influenced his first accessory in precious metal: a gold, fish-shaped lighter with an articulated tail that prefigured his many bold and sculptural jewels to come. A fashion editor observed that the fish was "in the pocket and evening bag of every smart woman."



Schlumberger's fascination with the natural world knew no bounds and at Tiffany, his fish soon made their way onto bracelets and clips (his name for brooches). "I try to make everything look as if it were growing, uneven, organic," he said. His imagination flowed like a river, with many twists and unexpected turns. A necklace of gold vines with diamonds, tsavorites and amethysts traces the growing season from spring's white flowers to clusters of green and lush purple grapes. The Leaves necklace of emeralds and diamonds teems like the tropics that inspired it.

Schlumberger utilized gold to add warmth to his colorful stones and the cool of white diamonds. He lashed round diamonds with gleaming gold X's in his best-selling Sixteen Stone ring. The Two Bees ring, modeled after Napoleon's family crest, features

an ingenious gold wire setting upon which two diamond bees alight beside a large center stone. In the Jasmine necklace, a flexible gold framework allows the lavish, cushion-cut gems and diamond blossoms to move freely, creating sparkling interplays of color and light. A great innovator, Schlumberger revived the 19th-century art of layering enamel over gold leaf (also known as "paillonné"), building vivid hues in the bracelets he made famous.

His jewels based on ocean life are mythic. The Meduse clip reflects this whimsical creature's underwater life, with rippling gold tentacles, sapphire baguettes and a cap of moonstones. The Sea Bird clip, with a serpent's body, extended beak and spiky plumage embodies another Schlumberger dictum: "The greatest luxury is humor."



Jean Schlumberger



Many of Schlumberger's creations play with fantasy but in fact, each is the work of a skilled artist, and all have captivated the world's most stylish women. In addition, Schlumberger's glamorous Ribbon Rosette necklace was mounted with the 128.54-carat Tiffany Diamond to promote the 1961 film *Breakfast at Tiffany's*.

A superb draftsman, Schlumberger began each design with a drawing to discover the purity and grace of natural forms. The sketch, he said, serves as a "link between the three members of that disparate trio formed by the client, craftsman and creator."

To this day, Tiffany jewelers in New York City and Paris refer to those original drawings to produce the remarkable jewels that are Schlumberger's legacy to art and fashion.



This page from top right: La Poire clip of hand-cut carnelian and diamonds; Bird on a Rock clip with a 63.91-carat kunzite; Two Fish clip of diamonds and enamel.

Opposite from top left: Daisy ring with a 13.04-carat aquamarine, yellow and white diamonds; flame earrings of diamonds and enamel; ear clips of unenhanced yellow sapphires and diamonds; portrait of Jean Schlumberger.

Previous spread: Tiffany & Co. Schlumberger® clip of 18k gold arrows piercing an amethyst of over 20.0 carats, with amethysts, Montana sapphires and diamonds.

All designs copyrighted by Tiffany & Co. Schlumberger®. Prices upon request.

THE DIAMOND LIFE

BLAZING BEAUTY, RADIANT PERFECTION.
TIFFANY DIAMONDS MAKE
LIFE COMPLETELY BRILLIANT.

Elsa Peretti® Diamonds by the Yard® designs in platinum and 18k rose gold. Earrings, from \$1,025. Necklace, 20", \$14,850. Necklace, 36", \$10,500. Pendant, 16", from \$550. Original designs copyrighted by Elsa Peretti.





TIFFANY KEYS



This page: Tiffany Keys with diamonds. Crown key in 18k white gold, \$2,350. Petals key in 18k rose gold, \$8,300 (also on model). Tiffany Enchant™ heart key in platinum, \$10,000. Chains in platinum and 18k rose gold, from \$225. Keys and chains sold separately.

On model: Tiffany Keys in 18k rose gold with diamonds. Fleur de lis, \$4,000. Rings in 18k rose gold with diamonds. Tiffany Soleste®, from \$2,775. Tiffany Cobblestone, from \$4,600. Tiffany Metro, \$2,200 each.



TIFFANY ENCHANT® HEART



This page: Tiffany Enchant® heart pendants in platinum with diamonds.
 Large, \$4,200 (also on model). Small, \$2,600.
 On model: Tiffany Metro small hoop earrings in 18k white gold with diamonds, \$2,900.



This page: Tiffany Celebration® rings in platinum and 18k gold with diamonds, from top: Shared-setting, from \$15,525. Tiffany Soleste® in 18k rose gold, \$2,775. Tiffany® Diamond Wedding Band, from \$4,600. Also on model: Tiffany & Co. Schlumberger® Sixteen Stone, from \$9,000. Tiffany & Co. Schlumberger® rope two-row, \$4,900. Tiffany Victoria™ alternating, from \$13,900.

On model: Tiffany T diamond line bracelet in 18k white gold, from \$15,000. Tiffany Victoria™ diamond line bracelet in platinum, from \$17,000. Tiffany Soleste® pendant in platinum with diamonds, from \$3,460. Tiffany Solitaire diamond earrings in platinum, from \$2,430.

TIFFANY CELEBRATION® RINGS



TIFFANY SOLESTE®

Tiffany Soleste® pendant in platinum with diamonds, from \$3,460.



This page: Tiffany Victoria™ designs in platinum with diamonds. Line bracelet, from \$17,000. Cluster pendant, \$3,700. Pendant, from \$2,000 (also on model).

On model: Tiffany Metro small hoop earrings in 18k white gold with diamonds, \$2,900.

TIFFANY VICTORIA™





DESIGNS ©PALOMA PICASSO



This page: Paloma's Sugar Stacks rings in 18k gold with pavé diamonds or pink sapphires.
Large in 18k white gold, \$5,500. Small in 18k yellow gold, \$2,500 (also on model). Small in 18k rose gold, \$2,100. Large in 18k yellow gold, \$5,500 (also on model).
On model: Paloma's Sugar Stacks earrings in 18k gold with diamonds, \$4,300.
Paloma Picasso® Olive Leaf cuff in sterling silver, \$1,150.

RETURN TO TIFFANY®

Return to Tiffany® heart tag bracelet in 18k white gold with diamonds,
\$5,500. The Tiffany® Setting engagement ring in platinum,
from \$1,780. Shared-setting band ring in platinum with diamonds, from \$15,525.



FROM THE INVENTORS OF THE NEW YORK MINUTE

INTRODUCING THE TIFFANY CT60.™



The legendary Atlas clock above the Tiffany & Co. Fifth Avenue flagship store.

MANY PEOPLE think of Tiffany as the world's premier jeweler, and surely it is. But the illustrious New York City-based company is also steeped in haute horology, having designed and manufactured watches and clocks for collectors since the 1800s. This spring, Tiffany honors its New York City heritage and founder, Charles Lewis Tiffany, with the new Tiffany CT60™ collection of Swiss-made luxury watches.

THE MAKING OF A NEW YORK MINUTE

Exploring Tiffany's extensive archives, it becomes clear that the Tiffany CT60™ fits squarely within a tradition that stretches back almost to the company's founding. The clock held by Atlas above the entrance to Tiffany's flagship store has kept time for New Yorkers since its installation in 1853. For years the Tiffany Atlas clock was the most accurate public clock in Manhattan, prompting countless city dwellers to sync their own watches to it as they hurried past. Such was Tiffany's reputation for precision timekeeping that many of Manhattan's prominent families hired Tiffany's clock

department to pay house calls and regulate their own clocks. In providing the most accurate rendering of the time in the city, Tiffany invented the New York Minute.

By the end of the 19th century, Charles Lewis Tiffany was New York's preeminent watch merchant. In 1874, Tiffany established his own 80,000-square-foot watchmaking facility in the heart of Geneva, where he placed superior American production methods in the hands of Switzerland's artisans, crafting watches of the utmost quality and reliability.

AN EXQUISITELY DETAILED TIMEPIECE

“The Tiffany CT60™ pays tribute to Charles Lewis Tiffany, who invented the New York Minute,” said Nicola Andreatta, vice president and general manager of the Tiffany & Co. Watch Center in Switzerland. “This exquisitely detailed timepiece marks the next milestone in this storied heritage of craftsmanship forged by Mr. Tiffany amid the boundless energy and creativity of New York.”

The Tiffany CT60™ features all of the hallmarks of haute horology. These include movements of the finest Swiss pedigree; sapphire crystals front and back; decorative finishing, including *côtes de Genève*, *perlage*, *colimaçon*, *azurage*; and soleil dials adorned with silver and gold *poudré* numerals. Luxurious bracelets of stainless steel and straps crafted from the finest leathers provide the ergonomic fit collectors expect of fine timepieces. Seasoned collectors will recognize horological complications such as a mechanical chronograph and a calendar mechanism.

Though designed and manufactured in Switzerland, it is American history that informs the Tiffany CT60™ collection, the most mechanically complex of which is a tribute to a Tiffany watch worn by President Franklin Delano Roosevelt to the historic Yalta Conference of 1945. The Tiffany CT60™ Calendar arrives in an elegant 18-karat rose gold watchcase designed to replicate Roosevelt’s own heirloom timepiece. In addition to displaying the time, the Tiffany CT60™ Calendar indicates the month and date via a self-winding mechanical movement.



This page, right: The Tiffany CT60™ collection is a tribute to this Tiffany watch worn by President Franklin Delano Roosevelt to the historic Yalta Conference of 1945.

Below: A detailed look at the blue soleil dial on a Tiffany CT60™ Chronograph 42 mm watch in stainless steel, \$7,250.

Opposite page: Tiffany CT60™ Calendar 40 mm watch in 18k rose gold, \$19,000.



THE MODERN CHRONOGRAPH

Those searching for a sportier timepiece will appreciate the collection’s blue chronograph, a study in monochrome simplicity that belies the technical mastery within. Beneath its vintage-inspired dial is a self-winding chronograph movement capable of timing events up to 30 minutes in duration. The finely finished movement can be admired through a sapphire crystal caseback. This chronograph, like the three-hand dress watch model, comes in a range of options, including stainless steel or 18-karat rose gold cases with alligator straps or stainless steel bracelets.

Throughout its history, fine watchmaking was instrumental to Tiffany’s becoming an international success. The Tiffany CT60™ celebrates Charles Lewis Tiffany’s rightful place as an American innovator and inventor of the New York Minute. With its clean lines and vintage character, it opens the next chapter in Tiffany’s legacy of horological excellence.

THE JOURNEY OF A JEWEL

WE TRACE THE CREATION
OF A MASTERPIECE FROM THE 2015
TIFFANY BLUE BOOK
“The Art of the Sea.”

THE *BLUE BOOK*, first published in 1845, is an annual showcase of Tiffany & Co.’s finest craftsmanship and inspired artistry. It introduces the world to the very best of everything Tiffany stands for and challenges the imagination with fantastical jewels that push the limits of possibility and creativity. The work that goes into designing and crafting these one-of-a-kind creations is exquisitely intricate and the journey from idea to treasure is complex.

The blue spinel, sapphire and diamond scale bracelet from this year’s collection is a masterwork so delicate, it took a full year to create. Like all Blue Book Collection jewels, this one first took form on the sketchpad of a great Tiffany design director, in this case Francesca Amfitheatrof, whose debut Blue Book Collection is entitled *“The Art of the Sea.”* She sought to capture water’s energetic and fluid soul in each piece. “When light shimmers through the ocean, a whole world of graduating hues appears. I wanted this bracelet to reflect that depth and changeability through the fine shifts in color between stones,” she said.

At the heart of the bracelet is a cushion-cut blue spinel. Weighing in at 17.64 carats, its moody depths set the tone for the radiating layers of sapphires that surround it. The complicated task of finding the right stones was begun. Pear-shaped stones from around the globe, graduating from deep blue sapphires to varying shades of fancy blue, were brought to the Tiffany workshops for consideration. Most were deemed not worthy of being included in the piece. Four months passed before the perfect palette of blues was in place.

The blue spinel scale bracelet from the 2015 Tiffany Blue Book took over a year to craft.





Above: Tiffany design director, Francesca Amfitheatrof, examines the finish on the blue spinel scale bracelet.

Opposite: Hundreds of sapphires were gathered from all over the world to create a perfect palette of blues that mimics the shifting hues of the ocean.

Next came the painstaking process of custom-cutting the pear-shaped sapphires to a precise scale shape. This too proved no easy task. Cutting down a sapphire can change the stone's color and saturation to a point where it no longer meets Tiffany's strict standards, and many more stones were eliminated. In the end, 148 brilliant sapphires totaling 77.11 carats were refined and ready to set.

At the same time the stones were being collected, Tiffany craftsmen were creating the wax of the mounting that would bring this design to life. The volume and curve of this framework was carefully considered to insure the

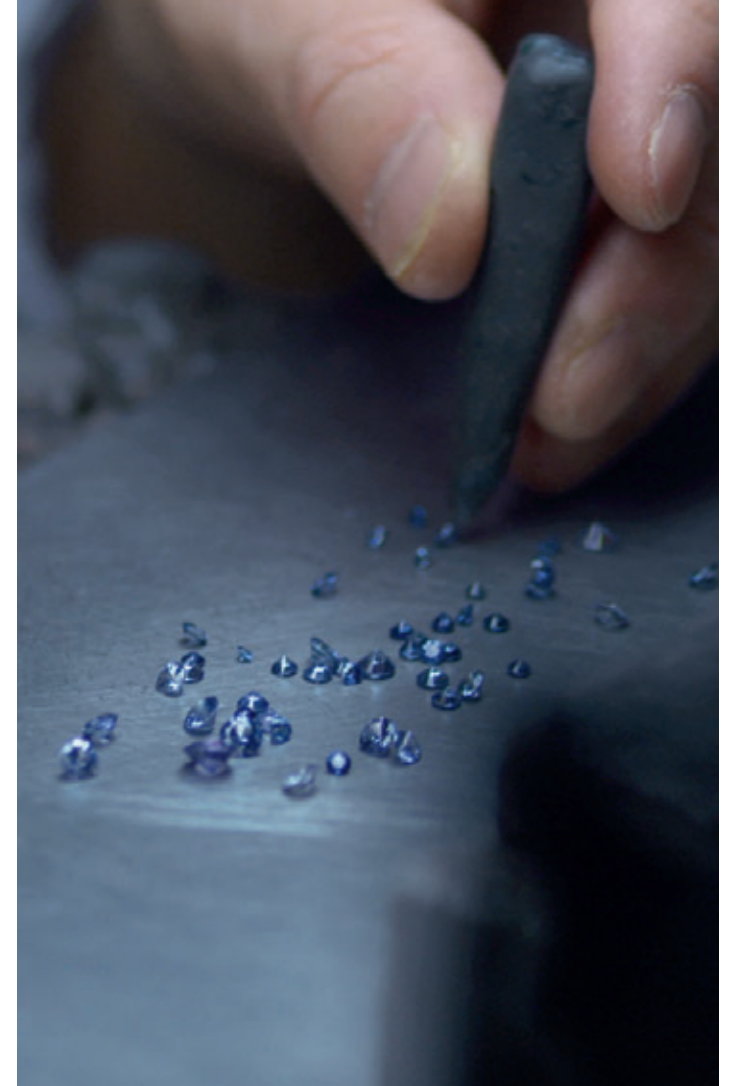
piece had not only an exquisite visual flow, but also that it would sit properly on the wrist. Once the ideal structure was determined, the frame was cast in platinum. Great care was taken to insure the bezels that held the stones were both perfectly uniform and virtually invisible.

The jeweler working on this framework, the cutter refining the stones and the setter positioning the stones performed a delicate dance for four months during construction, with the piece being passed from one to the other in a round robin of master craftsmanship. Color gradations were scrutinized, intense late night discussions were had and finished sections were carefully polished until the last diamonds were finally placed.

During the assembly of the top of the bracelet, equally intense scrutiny was being given to the lower half to insure it was both balanced in structure and of complete artistic integrity, with scale-shaped openings that played off the patterns in the upper part of the piece. A hidden hinge and a safety mechanism were integrated seamlessly into the design.

One last-minute decision in the design process was to make the bezel holding the spinel center stone out of 18 karat gold rather than the platinum of the upper bracelet. "The entire lower part of the piece was this weighty, warm gold and we wanted to somehow bring that feeling to the top of the piece to unify and harmonize the design," said Amfitheatrof.

The end result, one year later, is a masterpiece so breathtaking in intricacy, bold in beauty and considered in design that it is sure to be a catalyst for wonder and dreaming among the world's jewelry connoisseurs.



Price available upon request. For inquiries about the scale bracelet or other Blue Book Collection designs, please visit [Tiffany.com](https://www.tiffany.com).



Elsa Peretti® cuffs in sterling silver. From left: Wing, \$750. Bone, \$995. Available for left and right wrists. Faceted, \$1,100. Split, \$1,200, can be worn on both wrists. Original designs copyrighted by Elsa Peretti.

THE PERFECT FORM

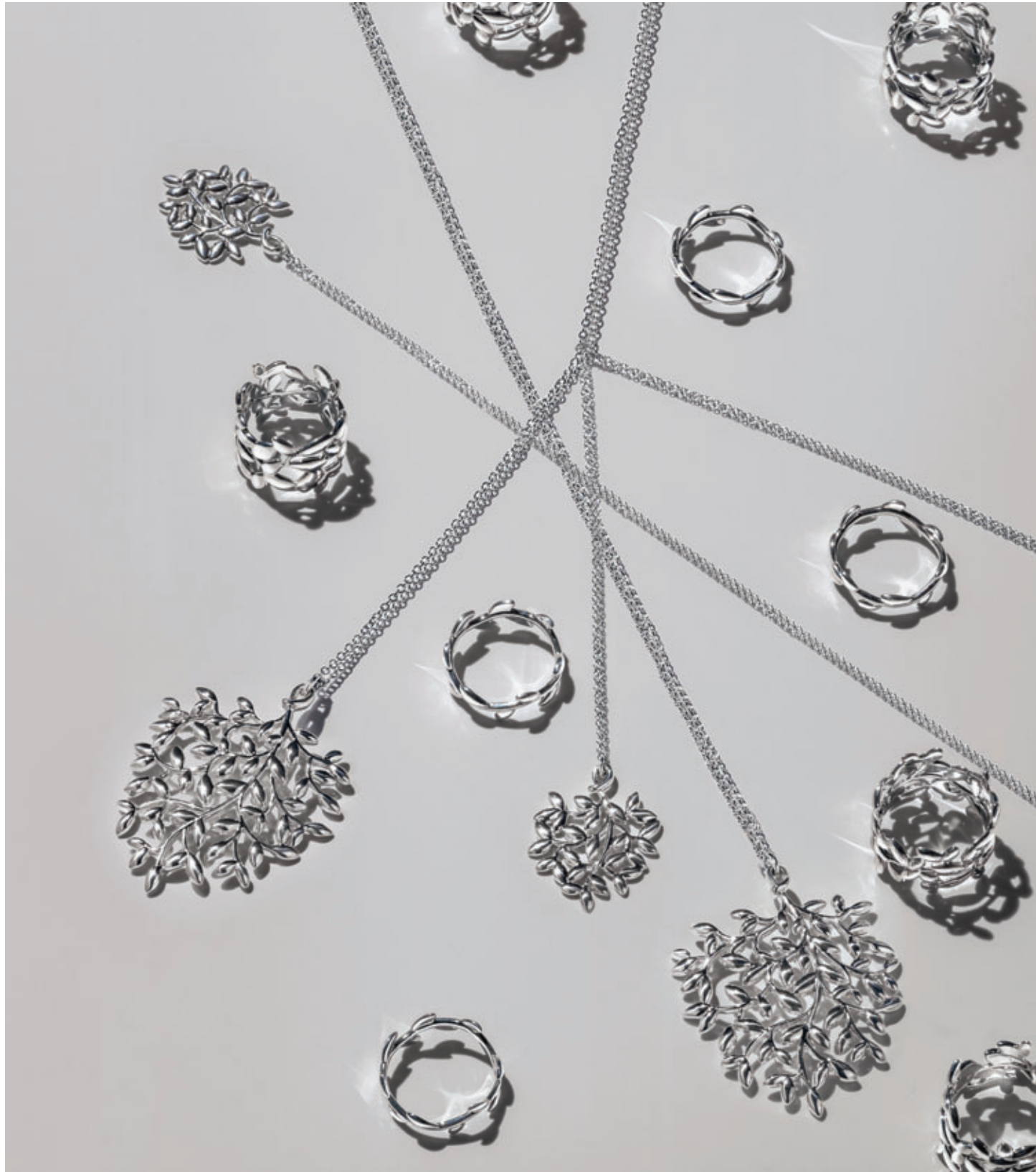
PRECIOUS METALS TRANSFORMED INTO
OBJECTS OF DESIRE.



TIFFANY ENCHANT®, RETURN TO TIFFANY®



This page: Tiffany Enchant® designs in sterling silver and Rubedo® metal. Wide rings, from \$250. Small round pendants, from \$275. Large round pendants, from \$375. Opposite page: Return to Tiffany® heart tag toggle bracelet in sterling silver, \$375.



PALOMA PICASSO® OLIVE LEAF, TIFFANY 1837®



This page: Paloma Picasso® Olive Leaf designs in sterling silver.
Narrow band ring, \$175. Wide band ring, \$300. Small pendant, \$300. Large pendant,
\$525. Original designs copyrighted by Paloma Picasso.

Opposite page: Tiffany 1837® cuffs. Wide in Rubedo® metal, \$4,200.
Extra wide in sterling silver, \$1,175.



MY TIFFANY

I grew up in New York City and Tiffany has always been a part of my life. Every year on my birthday from when I was 5 or 6 years old until I was about 18, my parents gave me a silver bracelet from Tiffany. I adored those and have every single one of them to this day. But there's one piece that I love beyond all reason. On my 40th birthday, I received a vintage gold bamboo Tiffany bracelet from my dear friends Tom Ford and Richard Buckley. It was a tremendous gesture on their part, completely generous, amazingly chic, deeply thoughtful. I don't think I took that bracelet off for a year and it's still one of the very few pieces that

I wear constantly and, believe me, I am not a big keeper of things. I'm an absolute minimalist. But this piece is perfect — it's glamorous and rich and textured and completely magnificent. And every time I wear it I get so many compliments. It's solid gold and there's something about the weight of it that makes me feel secure and grounded in all that's good in my life. In a funny way, it's become a special talisman for me. It reminds me on a daily basis of the importance of close friendships and relationships, of how fortunate I am to love and be loved, and of just how much I have to be grateful for.



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TIFFANY & Co.

NEW YORK SINCE 1837