

You've probably heard of The Blue Box Cafe®, the jewel box come to life that opened in the NYC Tiffany & Co. flagship store in 2017. With walls painted Tiffany Blue® and tables appointed with the luxury brand's Color Block china and embossed glassware, the immersive environment took customers by storm from the moment it opened. At last, they could enjoy breakfast at Tiffany's.



In November 2020, the iconic cafe made its West Coast debut with the reopening—and sweeping expansion—of the Tiffany & Co. store whose new prominent location gives it center stage. This vibrant cafe is just one of the many rich storytelling-through-design elements in the new space, bringing the world of Tiffany to consumers in unexpected and beautiful ways.

The four store design elements below deftly weave together the brand's timeless legacy with a distinctly modern approach. What's the upshot? A fascinating tapestry that brings the Tiffany story to life.

WHEAT LEAF FAÇADE

The interior store façade features a custom-made stone wall that is carved with the brand's signature Wheat Leaf pattern. The instantly recognizable motif has a long and fascinating history with the brand, as it initially appeared in a soaring filigreed entryway when Tiffany first opened the doors of its Fifth Avenue flagship store in Manhattan in 1940. The glamorous Art Deco-style building at 727 Fifth Avenue was designed by architecture firm Cross & Cross, showcased the pattern as an Americana symbol of golden wheat fields. Today, dramatic Wheat Leaf panels usher shoppers into the new 12,000-square-foot space—double the size of the original store. The Wheat Leaf pattern also appears as a motif on bone china and other elegant Home & Accessories designs.



MODERN MURAL

Clients are greeted with a custom-made hand-painted mural by cutting-edge artist, Yoon Hyup, that dances across the walls of a central room punctuated by glittering display tables. The mural's fluid shapes and soft color palette, inspired by the southern California topography, visually suggests water, waves, clouds and wind, while incorporating a familiar shade of Tiffany Blue®. Those elements—together with the commissioned original artwork by a world-renowned artist—emphasize Tiffany's commitment to California, where it operates 18 stores. The luxury brand arrived in the market more than 30 years ago and has been embraced by the Orange County community ever since.



EXQUISITE MATERIALS

The artisan's touch is closely identified with the world of Tiffany & Co., and that reverence for the artist extends to the carefully crafted materials adorning the store. Custom-made chandelier made of hand-cast crystal cylinders, unique uses of Amazonite—nature's version of Tiffany Blue®—fluted wood and custom-cut stone, along with cast and textured glass and metal, evoke this unique artisanal spirit. An exquisite wooden ribbon sculpture beautifully references the satin ribbons that wrap Tiffany's Blue Boxes. These special touches create an elevated space that's an ideal backdrop for Tiffany's latest jewelry designs, including Tiffany T1, the latest reimagining of the Tiffany T collection that celebrates the iconic "T" motif, and two special Tiffany T1 designs that will be sold exclusively at the South Coast Plaza location

for a limited time. The much anticipated April 2021 debut of the Tiffany High Jewelry Collection 2021, *Colors of Nature*, will also take place at the store, now widely considered to be one of the most celebrated West Coast destinations for exceptional, precious jewelry designs. The *Colors of Nature* collection features a vibrant palette of rare gemstones and diamonds, with extraordinary designs inspired by the spellbinding beauty and chromatic variety of the natural world.



DRAMATIC PORTRAITURE

An oversized, contemporary portrait of Tiffany's founder, Charles Lewis Tiffany, offsets an expansive white gallery wall. Local Orange County artist, Andrew Myers, rendered the bold,

striking image using metal screws, oil paint and acrylic enamel—speaking to Tiffany's heritage in an unexpected execution. As the sage is remembered for saying, "Beautiful design makes a beautiful life," Charles Lewis Tiffany would certainly approve of his likeness—and the rich environs of the brand's most updated venue.

