The iconic robin's-egg blue hue known around the world today as Tiffany Blue® has been synonymous with the luxury house since the iconic Tiffany Blue Box® debuted. The power of the instantly recognizable color—whether the Tiffany Blue Box® or on jewelry and Home & Accessories designs—cannot be overstated.

While there is no definitive answer as to why Charles Lewis Tiffany chose this distinctive color, some theorize that it was because of the popularity of turquoise in 19th-century jewelry. Turquoise was a favorite of Victorian brides who gave their attendants a dove-shaped brooch of turquoise as a wedding day memento, which increased the color's popularity.

Tiffany Blue® was eventually adopted for all of Tiffany's packaging and branding. True to the founder's vision, the Tiffany Blue Box® is as much an icon of luxury and exclusivity as it was a century ago. As The New York Sun reported in 1906, "[Charles Lewis] Tiffany has one thing in stock that you cannot buy of him for as much money as you may offer; he will only give it to you. And that is one of his boxes. The rule of the establishment is ironclad, never to allow a box bearing the name of the firm, to be taken out of the building except with an article which has been sold by them and for which they are responsible." This rule is still enforced today, maintaining the Box's coveted status and honoring Tiffany's vision.

Since 1998, Tiffany Blue® has been registered as a color trademark by Tiffany and, in 2001, was standardized as a custom color created by Pantone® exclusively for Tiffany and not publicly available. No matter the medium the color is reproduced in, Tiffany's proprietary hue remains consistent and instantly recognizable. The Pantone® color is called "1837 Blue," named after Tiffany's founding year.

An international icon of elegance and sophistication, Tiffany Blue® is more than a color, it signifies something greater: it recalls the magic of Tiffany and the assurance that what comes out of a Tiffany Blue Box® will always bring joy.

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