

New York, NY - November 2020 - In celebration of the 50th anniversary of the Bone Cuff, Tiffany & Co. and Elsa Peretti will introduce "The DSM Edit," available exclusively at Dover Street for the first time. This limited offering will showcase an entirely new and dramatic style - the sterling silver Snowflake Obsidian (available exclusively) as well as the coveted blackcuff and original large cuffs crafted in sterling silver.

Timelessly contemporary, organic and sensually minimal, the Bone cuff was first designed in 1970 and then introduced as part of Peretti's first collection for Tiffany in 1974. Then considered to be one of her most revolutionary designs that turned the tide of modern jewelry history, the Bone cuff has since transcended the jewelry world, to become a true icon of 20<sup>th</sup> century design. The Bone cuff was, Peretti explains, inspired partly by the bones she saw as a child, and would sometimes secretly take home, from the Capuchin Crypt in Rome where the walls were embedded with shapely bones. She was also inspired by Gaudi's architecture in Barcelona.

***"Things that are forbidden remain with you forever," said Elsa Peretti.***

A collection of five different styles of the Bone cuff will be on display for purchase in store and online at Dover Street Market in London, Ginza, New York City, Los Angeles and Singapore, from November 24, 2020 until January 15, 2021.

A new sterling silver Bone cuff inlaid with a drop-shaped carved Snowflake Obsidian, exclusive to DSM for the duration of the partnership, leads the selection and makes its world debut. The gray-black volcanic glass, speckled with white snowflake-shaped inclusions, has been hand carved in Peretti's favorite organic and sensual drop-shaped form by specialist artisan-carvers, who have worked closely with the designer for decades. The voluptuous teardrop - a symbol of pure emotion - complements the sculptural contours of the cuff, and reflects Peretti's love of nature and natural materials, and her pursuit of perfection in hand-craftsmanship.

Through its interpretation of nature, sensual minimalism and a powerful monochrome colour scheme of lustrous black, sterling silver and intriguing Snowflake Obsidian, the curation has been carefully selected to highlight Peretti's original contemporary 'edge' and resonate with DSM's discerning, style-conscious clientele. All five styles are offered for both left and right wrists and prices range from \$450-\$2,700.

**About Tiffany & Co.**

In 1837, Charles Lewis Tiffany founded his company in New York City where his store was soon acclaimed as the palace of jewels for its exceptional gemstones. Since then, TIFFANY & CO. has become synonymous with elegance, innovative design, fine craftsmanship and creative excellence. During the 20th century its fame thrived worldwide with store network expansion and continuous cultural relevance, as exemplified by Truman Capote's *Breakfast at Tiffany's* and the film starring Audrey Hepburn.

Today, with a workforce of more than 14,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories - including nearly 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its commitment to superlative quality. TIFFANY & CO. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity and inclusion, and positively impacting the communities in which we operate.

The Company operates more than 300 TIFFANY & CO. retail stores worldwide as part of its omni-channel approach. To learn more about TIFFANY & CO. as well as its commitment to sustainability, [please visit tiffany.com](https://www.tiffany.com).

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