

Transporting guests from London to Manhattan, Tiffany & Co. celebrated the opening of an immersive installation titled 'Fifth & 57th' with a glamorous New York Street party attended by London's most stylish.

The evening celebrated both the launch of the installation and the new Tiffany & Co. store in Selfridges. The approximately 300 guests included Poppy Delevingne, Caroline Issa, Olivia Inge, Zara Martin, Graham Norton, Tess Ward, Jasmine and Melissa Hemsley, Sarah Ann Macklin and Hilary and Galen Weston. Guests were welcomed to a cocktail reception on Fifth Avenue and 57th Street, where projected images of New York City and intricate soundscaping created the illusion of being in the Big Apple. A recreation of the Tiffany & Co. flagship store, a New York Minute screening room and a stunning Central Park scene added to the electric atmosphere. A perpetually setting sun at the end of 57th Street that transformed into a dazzling Tiffany diamond created a glistening hue over the celebrations.

When taking a stroll down Fifth Avenue, guests found themselves in Charlie's, a speakeasy bar named for founder Charles Lewis Tiffany. They sipped on cocktails inspired by the installation while listening to smokey jazz, blues and other shades of cool from Jazz singer Lana Shelley.

Outside of the bar, on the corner of Fifth Avenue and 57th Street, partygoers peered into the past through recreations of window displays by the legendary Gene Moore, who for almost 40 years designed Tiffany & Co. windows.

'Fifth & 57th' will be open to the public from Friday 3rd July until Sunday 12th July (closed on Monday and Tuesday). For opening hours and more information visit tiffany.co.uk/fifth&57th