NEW YORK, NY—New York's crown jewel; an icon, reborn. Tiffany & Co. announced today that it will open its doors again during April 2023. The newly transformed flagship on 57th Street and Fifth Avenue, now known as "The Landmark", reintroduces the world to a new Tiffany & Co. Custom artwork, never-before-seen jewels and immersive displays define the new Landmark, which is also one of the largest stores in Manhattan.

The Landmark marks the luxury retail institution's first holistic renovation of the store since it first opened its doors in 1940. Opposing forces define the transformation: old and new, past and future, hidden and revealed treasures. Paying homage to the building's iconic original structure, the beloved façade with its Atlas statue and clock above the revolving doors was refurbished to honor its original design, while the interiors have been completely reimagined into a new world of wonders.

"The reopening of the iconic Fifth Avenue Landmark is a major milestone for our House. Symbolic of a new era for Tiffany & Co., the Landmark is much more than a jewelry store— it is a cultural hub with an exquisite showcase of architecture and superior hospitality, as well as cutting-edge art and design. It sets a new bar for luxury retail on a global scale," said Anthony Ledru, President and Chief Executive Officer, Tiffany & Co.

Two major forces were integral to the store's transformation. Legendary architect Peter Marino reimagined the interior architecture and OMA New York, led by the renowned Shohei Shigematsu, spearheaded the renovation of the building's core and circulation infrastructure as well as the addition of the new three-story volume above the existing building. The OMA/Shohei Shigematsu-led rooftop addition, replacing the office space added in 1980, features two distinct yet connected forms that make up the unified volume.

Upon entering the new store, clients are immediately immersed in an expansive main floor of jewelry cases illuminated by an innovative take on a skylight. The ceiling installation spans nearly the room's length and is composed of an abstraction of facets. Its unique design is a tribute to Tiffany's heritage and authority as the purveyor of the world's finest diamonds. Integrated throughout the Landmark's 10 floors are nearly 40 artworks, including never-before-seen Tiffany-commissioned pieces. The curation features works by renowned artists including Damien Hirst, Julian Schnabel, Rashid Johnson, Anna Weyant and Daniel Arsham.

On the ground floor visitors are immersed in iconic New York City scenery through video walls that project sweeping views of Central Park and the Manhattan skyline when turned on and serve as mirrors when turned off. Wood parquet flooring throughout the building harkens back to the original 1940's design, echoing the original pattern from our store interior. A new Tiffany & Co. clock, inspired by the original Atlas statue and clock, also sits on the ground level.

The heart of the store features a sculptural spiral staircase with undulating transparent balustrades adorned with rock crystal, inspired by, and reflecting the sensual and organic designs of Elsa Peretti. The staircase connects floors 3 through 8, while elevators allow access to every floor.

The Blue Box Cafe™ by Daniel Boulud offers a unique take on Tiffany's coveted dining experience. New York's Michelin-starred chef Daniel Boulud brings a seasonally inspired daytime menu, including breakfast and tea. The redesigned space now includes a private dining area and bar with art installations.

Dedicated museum and exhibition spaces on floors 8 and 9 will offer a rotation of compelling concepts and unique storytelling experiences.

To commemorate the reopening of the store, Tiffany & Co. is also set to debut a range of exclusive designs and one-of-a-kind creations. This offering will include everything from extraordinary diamond watches and limited-edition home objects to eyewear inspired by the Tiffany® Setting engagement ring. Now home to the largest collection of Tiffany High Jewelry in the world with perhaps the biggest wonder of them all— a new design for the legendary 128.54-carat Tiffany Diamond.

The Landmark reopens with a significant investment in leading environmental, health and wellbeing initiatives and was built to operate sustainably for years to come. The Landmark store is on track to achieve WELL Platinum certification and LEED Gold certification.

The Fifth Avenue Landmark will reopen its doors to the world for visitors to discover the wonders of Tiffany & Co. during April 2023.

About Tiffany & Co.

Tiffany & Co., founded in New York City in 1837 by Charles Lewis Tiffany, is a global

luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 14,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Over 3,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company's own workshops, realizing the brand's commitment to superlative quality.

Tiffany & Co. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity, equity and inclusion, and positively impacting the communities in which it operates. To learn more about Tiffany & Co. and its commitment to sustainability, please visit tiffany.com.

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