

NEW YORK, NY (November 27, 2020)

Today, Tiffany & Co. announces the new location and redesign of its store at the prestigious South Coast Plaza in Costa Mesa, CA.

The South Coast Plaza store will introduce the second Tiffany Blue Box Cafe in North America after the original, The Blue Box Cafe® at Tiffany's Fifth Avenue Flagship store in New York City. This permanent Tiffany Blue Box Cafe at South Coast Plaza will delight clients who have always dreamed of having breakfast at Tiffany. The Cafe will open in December with limited service and full service is planned for Spring 2021.

In celebration of the store opening and to coincide with the November launch of new styles from the Tiffany T1 collection, South Coast Plaza will be the first North American store to exclusively preview the Tiffany T1 bangle and ring in 18k rose gold with baguette diamonds for a limited time.

The prominently relocated store boasts a total retail area of approximately 12,000 square feet, nearly double its previous store footprint within the center. Located on the main level of South Coast Plaza, the interior store façade includes a custom Wheat Leaf feature wall crafted in carved stone. Each element of the store is designed to be captivating and unexpected, yet inviting and evocative of the brand's rich heritage. The grand entrance creates a luxurious atmosphere - immediately immersing guests into the world of Tiffany and its modern aesthetic.

Upon entry, clients are greeted with a hand-painted mural by Artist Yoon Hyup. The custom design and soft color palette are inspired by the store's surrounding Southern California topography that visually suggests water, waves, clouds and wind. A custom chandelier made of hand-cast crystal cylinders, hand-embroidered murals and unique uses of Tiffany Blue® Amazonite, fluted wood, custom-cut stone, cast glass with a distinct texture and metal all create a cohesive and elevated feel in an open space. An oversized portrait of Tiffany's founder, Charles Lewis Tiffany - crafted by local Orange County artist Andrew Myers, a wall inspired by the famous Tiffany Blue Box® and Wheat Leaf detailing throughout the store create a mix of the traditional and the modern.

The customer journey offers increased storytelling and an engaging shopping experience as barriers between clients and sales professionals are reduced. Visual elements, including built-in wall showcases, stone case lines and tower vitrines, highlight the exceptional jewelry pieces.

To incorporate interactive elements, Tiffany has added a Discovery Table and Personalization Counter where clients will have the opportunity to try on product and experience on-site custom engraving on items ranging from wedding bands, tags and pendants to Home & Accessories items while they wait - making their Tiffany experience a truly personal one. Another design element that is sure to captivate our guests is a Tiffany Blue Box® wrapping station—making ceremony out of the long-standing tradition of gift giving at Tiffany.

Tiffany & Co.'s longstanding commitment to sustainability and responsible sourcing is highlighted at the retail level through Tiffany's Diamond Craftsmanship Journey program. Tiffany has taken an unprecedented step in diamond traceability by sharing the full craftsmanship journey of its newly sourced, individually registered diamonds (0.18 carats or larger). Disclosing the country where each stone is crafted and set in jewelry marks an industry first. This follows the 2019 announcement that Tiffany would become the first global luxury jeweler to provide the provenance (region or countries of origin) of its individually registered diamonds. By taking transparency to a new level and sharing the full craftsmanship journey of its diamonds, Tiffany reinforces the brand's commitment to ensuring that every step in the journey of its products contributes to the well-being of people and the planet.

A diamond's region or country of origin, along with where it was cut and polished, graded and quality assured, as well as set in jewelry, will be shared with Tiffany customers for each newly sourced, individually registered diamond. This information will be available from any sales professional as well as printed on the Tiffany Diamond Certificate.

The South Coast Plaza store displays the brand's latest jewelry designs and radiant diamonds, designed by Reed Krakoff, Tiffany's Chief Artistic Officer, including Tiffany T1 and a vast High Jewelry presentation. Tiffany T1 is a reimagining of the Tiffany T collection celebrating the iconic "T" motif - featured in the brand's jewelry designs since the 1980s. The High Jewelry Collection celebrates Tiffany's innovative artistry and superlative diamond and colored gemstone legacy.

The store relocation and redesign further emphasize Tiffany's commitment to California, where it operates 18 stores. The Orange County community has fully embraced Tiffany since the brand's arrival in the market more than 30 years ago.

### **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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