

Tiffany & Co. announces the opening of its newly redesigned Shanghai flagship store at the prestigious Hong Kong Plaza. The completely renovated flagship store has been relocated to the prominent street-facing location and boasts a total retail area of approximately 10,000 square feet, nearly doubling its previous footprint within the mall and making it the largest Tiffany store in Asia.

A spacious two-story façade in transparent and blue-lit glass illuminates the entrance into a modern and romantic atmosphere. Contemporary expressions of timeless brand elements can be seen in every aspect of the new store design. Amazonite features and white marble detailing welcome customers into the world of Tiffany, providing an aesthetically pleasing and elegant framework to showcase a full range of Tiffany & Co. jewelry. With an emphasis on openness, the stylish millwork, fluted mirror details and the flora and fauna motif—unite the classic with modern.

Within this new flagship store, Tiffany introduces the Chinese Mainland's first Tiffany Blue Box Cafe. Situated on the upper level of the store, the setting is as inviting as the food is inspiring, offering customers a one-of-a-kind dining experience. Floor-to-ceiling glass windows offer views into the iconic Tiffany Blue® dining room, bringing the Tiffany Blue Box experience to life. A glass-enclosed circular opening onto the atrium entrance and a handcrafted two-story chandelier suspended from the carved circular ceiling cove visually connect the cafe with the store below, providing a sense of wonder and contemporary drama.

The new flagship store brings together cutting-edge technology with sustainable interior design—incorporating special materials and energy-saving elements that make the space LEED compliant. The expanded retail space offers a more flexible environment where barriers between clients and our sales professionals have been further reduced, and more playful elements such as personalization counters and Tiffany Blue Box wrapping stations have been incorporated.

*“Designed with our clients in mind, this new store is a testament of our commitment to our clientele in Greater China,”* said Tiffany & Co.'s Executive Vice President of Global Sales, Mr. Philippe Galtié. *“By expanding our Shanghai flagship store, we continue to grow with this global city.”*

Central to the new store is Tiffany & Co.'s finely crafted jewelry. From High Jewelry designs, classic collections, fashion accessories, to the newly launched men's collections and Home & Accessories lines, the new store celebrates the craftsmanship and exceptional quality that characterize the brand's extraordinary pieces. All showcased within a new

outlet for customers to engage with the world of Tiffany & Co.

**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 more than 14,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories—including more than 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its commitment to superlative quality.

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](http://tiffany.com).