

Tiffany & Co. today unveiled its first store in Bangkok, at The Emporium Shopping Complex, Sukhumvit Soi 24/26, in the city's premier district for luxury shopping. Spanning over 4,000 square feet, the store reflects the company's reputation as a global house of luxury combining the style of New York with the energy of Bangkok.

"We are very excited to open our first store in this beautiful city," said Marc Jacheet, group vice president of Tiffany & Co. Asia Pacific. "The Emporium Shopping Complex is the ideal setting for a Tiffany store, and this is a wonderful opportunity to enchant our customers with the superior level of service and legendary jewels that have distinguished Tiffany & Co. for the past 178 years."

Tiffany's diamonds illuminate every collection, including engagement rings, the ultimate symbols of true love; radiant Tiffany Yellow Diamonds; Elsa Peretti's jewelry of elegant simplicity and Paloma Picasso's colorful creations. Customers will also discover bold and graphic Atlas® jewelry, along with Tiffany T, created by design director Francesca Amfitheatrof with all the energy and optimism of New York City, where the company was founded in 1837.

Tiffany's architects and designers created a modern store environment embellished with archival motifs. The façade is finished with Art Deco-style fluting in stainless steel and a wheat leaf pattern etched in lacquer, details that distinguish the façade of the Fifth Avenue flagship store. The jewelry, bridal and private sales salons are seamlessly designed with walls of cream velvet surrounding stainless steel display cases, panels of wisteria in white gold, and magnolias blossoming in gold sconces and a hand-leafed chandelier created by New York-based artist, Michelle Oka Doner. These floral patterns are inspired by the stained glass masterworks of Louis Comfort Tiffany (1848-1932), son of the company's founder and a legendary artist and designer.

Tiffany is the internationally renowned jeweler founded in New York in 1837. Through its subsidiaries, Tiffany & Co. manufactures products and operates TIFFANY & CO. retail stores worldwide, and also engages in direct selling through Internet, catalog and business gift operations. For additional information, please visit Tiffany.com.