



Tiffany & Co.'s impressive 183-year history is highlighted by many achievements and it has gone from being a stationary and 'fancy goods' store that opened in 1837, to a global enterprise that commanded a takeover deal in 2019 with LVMH of \$16.2 billion. It's ground-breaking gemmologists and acclaimed designers have certainly left their mark in jewellery history.

Tiffany's has a rich gemstone heritage. In 1878 they acquired the world's largest yellow diamond known as the Tiffany Diamond. Dr George Frederick Kunz, Tiffany's chief gemmologist supervised the cutting of this 284.42 carat rough diamond to a 128.54 carat cushion brilliant.

This stunning diamond has been set in 4 different pieces of jewellery but only worn publicly 3 times. The first was in 1957 by Mrs Mary Whitehouse to a ball. The second was in 1961 by Audrey Hepburn in publicity photos for the movie Breakfast at Tiffany's. The third was in 2019 by Lady Gaga at the Oscars. To celebrate Tiffany's 175th anniversary in 2012, the diamond was reset into a stunning necklace along with over 100 carats of white diamonds.

Tiffany has been very instrumental in introducing the world to previously unknown coloured gemstones such as kunzite, tsavorite and morganite. In the 1960's Tiffany's named the beautiful violet blue stone found in the foothills of Mount Kilimanjaro and was a forerunner in bringing it to the marketplace.

That stone was of course the beautiful and much loved tanzanite.

As well as introducing beautiful gemstones, Tiffany has also brought us a string of world renowned designers. Back in 1886 Charles Lewis Tiffany revolutionised the concept of the engagement ring, introducing 'The Tiffany Setting' – a six claw high setting giving the illusion that the diamond was floating above the band. Franklin Roosevelt purchased such a ring for Eleanor in 1904 and the design continues in popularity today.

In 1956 Jean Schlumberger, one of the most famous jewellery designers of the mid twentieth century, began to work exclusively for Tiffany. He created some of the most glamorous jewels of the twentieth century which were often abstract designs featuring sea creatures and plants.

In 1974 Elsa Peretti joined the team bringing with her elegant simplicity. Her open heart necklace is instantly recognisable and her 'Diamonds by the Yard' collection encouraged women to wear diamonds every day.

By contrast in the 1980's Paloma Picasso, the youngest daughter of Pablo Picasso, brought her flare for bold and striking pieces. Her popular Graffiti collection was inspired by New York street art.

What is so fabulous about these more recent collections is that they are available in silver as well as gold, making them extremely accessible to all. Long queues can be seen at Tiffany's, especially around Christmas time, of people eager to make their purchase and come away with that little blue box whether

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Tiffany's continued popularity make their pieces very desirable. In 2019 they launched the Diamond Source Initiative and pledged to provide provenance information for every newly sourced, registered diamond they set. In a world where transparency and ethical conduct are becoming paramount, this is a great step forward.

Prices continue to rise. This can be illustrated by pieces such as the 1.04 carat diamond ring in the classic Tiffany's setting. It was purchased in 2000 for £7,000, valued in 2012 for £18,000 and in 2019 for £22,500. When was the last time your designer pieces were professionally appraised?

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**Courtesy of
Doerr Dallas Valuations**

Breakfast, lunch and dinner at Tiffany's

Tiffany & Co., the iconic jewellers that made a 'little blue box' so incredibly desirable, continues to be a major player in the world of luxury jewellery

