

## The Ultimate Unboxing

The Tiffany Blue hue lights up the exterior of the newly renovated Tiffany& Co Flagship. Wrapped with a bow, Landmark is ultimate gift to New York City.

Written By Ashlyn Rowe

Nothing short of legendary, under its new ownership of luxury conglomerate LVMH, Tiffany&Co has undergone a transformation that unveiled the most anticipated unboxing of the year. In a renovation that took just about four years to complete, Tiffany's iconic Manhattan flagship store, now called Landmark, at 727 5<sup>th</sup> Ave, took modernity and heritage to revolutionize the jewelry emporium.

The New York flagship originally opened in 1940 without any ceremony to celebrate, but still had about 12,000 guests come through the store reported by New York Times. Now 83 years later, the iconic building, still with the atlas statue holding up the memorable clock, new brilliance is found in every corner.

Upon entering the double vault stainless steel doors on 5<sup>th</sup> Ave, guests are welcomed into a room filled with sparkling jewelry display cases with subtle peach ombre hues, surrounded by floor to ceiling windows that show an AI animation of Central Park, complete with real sway of the trees and slow drift of the clouds, and can even sprinkle snow in the winter months. If you look carefully, you can catch a glimpse of the diamond encrusted Tiffany bird fly through the scene, which took shape from the iconic Bird on a Rock by noteworthy Tiffany jewelry partner and designer, Jean Schlumberger.

Standing 10 stories high, each floor was designed with intentional detail in mind. Award winning mastermind and designer, Peter Marino captivated the old with the new by sparking new energy and revival to the Tiffany&Co flagship creating an immersive experience on every floor. It is also the first holistic renovation for Tiffany&Co.

You can celebrate the iconic Breakfast at Tiffany's film with an immersive installation paying homage to Audrey Hepburn with a replica of her Givenchy black dress from the opening scenes of the movie, in a room surrounded with art installation of the actress while showing key scenes from the movie through a digital display. Dine like Audrey in the reinvented Blue Box Café with Michelin Star chef Daniel Boulud, as he prepares a seasonally inspired daytime menu with tea. And unlike any other store of its kind, witness firsthand through the high jewelry workshop, Tiffany's craftsmen transforming jewels into works of art.

Each level is dedicated to something powerful and breathtaking. A mirrored spiral staircase runs through the heart of the store, which was inspired by jewelry designer Elsa Peretti. Upon its opening on April 28<sup>th</sup>, 2023, only the first seven floors were open to the public. The remaining floors will be unveiled in stages, with the next unboxing to take place this June with the annual Tiffany Blue Book Event which will take place at the Landmark on the new Blue Book Floor which showcases the most divine high jewelry collection in the company, reserved for the brand's elite clientele.

Following the Blue Book floor will be the glass jewelry box which sits on top of the original structure, which was designed as a venue for events with a wraparound terrace, and private client rooms. This addition to the original building can be seen from the streets while walking passed and glistens a Tiffany blue as the sun goes down and shines on into the night.

As the public stood waiting in queue for their turn to enter the Landmark on the grand opening day of April 28<sup>th</sup>, the interior was filled with people from near and far who had anticipated this monumental moment for the American brand. As you float from floor to floor, it can take hours to view the building in its entirety as it feels as much like a museum as it does a jewelry store. Complete with 40 works of unique art shown throughout the store, some original artwork, and some that were commissioned specifically for the Landmark by artists Daniel Arsham, Jenny Holzer and Rashid Johnson. The common thread between the masterpieces, the Tiffany Blue.

While guests tried on some of the brand's more popular pieces such as the Hardwear and Lock collections, newly appointed chief executive, Anthony Ledru, and son of the new LVMH ownership, executive Vice President Alexandre Arnault, were spotted mingling through the crowd, admiring the guest's excitement and taking note of how the client wears their Tiffany investments.

"It is a day to celebrate. There is so much to take in and admire. We couldn't be more thrilled with the transformation. We woke a sleeping beauty." said chief executive Anthony Ledru.

The two paused for a moment to take a photo with some enthusiastic guests, posing next to the grand Tiffany Blue Venus statue that was created by artist Daniel Arsham. Alexandre broke a small smile which is out of the norm for him, as most photos he appears in show a more serious and professional grin. Guess his excitement couldn't be contained, after all, it was a historical day.

It's hard to say what floor or element of the Landmark is the most impressive. It is a place of wonder, where extraordinary not only defines the collections that are sold within the store, but to the rebirth of a brand that is making its mark in the luxury industry. There is savoir faire beyond compare, featuring bespoke creations that will live on through the generations. Landmark is an experience, a destination that will continue to draw people from all over the world. They have set the bar high for what future flagships will resemble. But under the LVMH umbrella, it is limitless luxury.