

ATLAS

2012, VOLUME 21, NUMBER 3, 175TH ANNIVERSARY EDITION

175 Legendary Years

Celebrating Tiffany's incomparable legacy.



It is a story often told within our company: In 1837, Charles Lewis Tiffany opened a small “stationery and fancy goods” store at 259 Broadway, in lower Manhattan. His shop soon became the destination for magnates, socialites and heads of state, all of whom flocked to New York to visit this emporium of elegance. Tiffany quickly established himself as the “King of Diamonds,” transforming his shop into the premier jeweler renowned for inimitable artistry, dazzling designs and master craftsmanship.

The rest, as they say, is history. And what a history it has been—175 extraordinary years of design brilliance, of continual growth and innovation, of impeccable service, and of dreams fulfilled for millions of Tiffany & Co. customers around the world.

As I reflect on the significance of this milestone for our company, and for me personally, what comes to mind first is just how unique this accomplishment is, and how lucky I am to be part of it. In an increasingly disposable world focused on the immediate, in a world where so many institutions have lost credibility and respect, where so many businesses have failed their customers and the greater community, where success is often fleeting and failures so common, to be part of an organization that has not only endured but prospered for 175 years is to be part of something truly rare and remarkable.

I began my own journey at Tiffany in 1983, when I was hired as a director responsible for financial planning. I enjoyed many challenging and exciting growth opportunities along the way, and was honored to be named Chief Executive Officer in 1999 and Chairman in 2003. I'm

often asked why I joined Tiffany & Co. and why I've stayed so long. Over the years, I have come to understand that there are few things in the world I respect and admire more than the ability of artists, designers and craftspeople to create beautiful objects. Having no such abilities myself, I could imagine no more satisfying way to spend my career than to be part of an organization that has brought so much beauty into the lives of so many people.

Nearly 30 years later (I celebrate an anniversary of my own in 2013), I remain as proud and energized as ever to be a Tiffany employee. The reason why can be stated simply, but is not simply achieved: I believe that over the past three decades, Tiffany has become not merely bigger and more profitable, but we have been able to grow the company without compromising our basic principles. Virtually everything we do is better today than when I joined the company, and better in the most fundamental of ways—the quality of our merchandise, the beauty of our stores, the graciousness of our customer service, the effectiveness of our communications. We have not sacrificed our business principles for growth, but rather, we have grown precisely because we have honored those principles.

Tiffany's growth over the past 175 years has been truly incredible. From that first store opened by Mr. Tiffany in New York, we now have more than 260 stores on five continents. From the first handful of staff that helped run the store on 259 Broadway, we currently have more than 9,000 employees around the world helping to serve our customers and drive our business. From a limited selection of “fancy goods” and jewels, we now offer a diverse and beautiful range of engagement rings, fine and fashion jewelry, watches, leather goods, gifts and accessories, and a stunning collection of Statement pieces that continually sets Tiffany apart.

As we look back with deserved pride on all that we have accomplished and become, we also must look forward, to the challenges and opportunities that lie ahead. Our challenges are many: Growing competition from both within and outside the jewelry space; the need to compete on a truly global basis; the challenge of greater economic uncertainty in many of our markets; the need to develop and nurture talent to compete globally; and the importance of growing our business sustainably in a way that

responds to our customers' expectations and respects the environment and greater needs of society.

By continuing to focus on the essential things that have always made this company great—the merchandise we design and craft, the customers we serve, and the principles to which we are dedicated—I have every confidence that we will rise to meet our current challenges and turn them into further prosperity.

Finally, we must never forget that we are all part of something greater than just a profit-making business. Tiffany & Co. is an institution dedicated to bringing beauty and joy to the lives of people across the globe.

I urge every employee around the world to take a well-deserved moment to reflect on how you have contributed to Tiffany's incomparable legacy, and to take pride in knowing that your individual efforts have made a difference in preserving and growing a cherished institution that makes a meaningful impact in our world.

On behalf of the entire senior management team, I want to simply say, thank you, for all you have done and continue to do to honor and enrich the legacy of our legendary company. Here's to the next 175 years.

■ BY MIKE KOWALSKI



Charles Lewis Tiffany

TIFFANY & Co.

LEGENDARY FOR 175 YEARS

IN THIS ISSUE

CONNECTIONS 3

Customer service excellence has set Tiffany apart since 1837.



Earning Trust & Loyalty

STRATEGY 4

A closer look at four stones important to Tiffany's heritage.



A Legacy in Gemstones

PEOPLE 5

After 40 years with the company, Dale Marcovitz, Ambassador - New York, still finds infinite joy in sharing her knowledge of all things Tiffany.



Giving Voice to Our History

STYLE 6-7

The Tiffany Enchant collection celebrates Tiffany's 175th anniversary with designs inspired by the natural world.



Natural Beauty

CREATIVITY 8

Inside the resetting of the famed Tiffany Diamond.



A New Look for a Tiffany Legend

A BRIEF HISTORY OF TIFFANY & CO.



Charles Lewis Tiffany was born in Killingly, Conn., to Comfort Tiffany, a prosperous textile manufacturer. In 1837, at the age of 25, Charles and his life-long friend John Burnett Young borrowed \$1,000 from Charles' father and opened a small stationery and fancy goods store on September 14 at 259 Broadway in New York City. They called it Tiffany & Young.



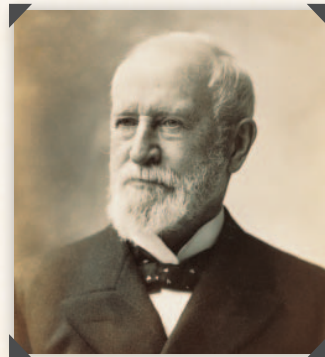
In 1841, Tiffany married Young's sister, Harriet.

That same year, the business expanded to become Tiffany, Young & Ellis, with the arrival of Jabez Lewis Ellis, whose capital funded their buying trips to Europe in the 1840s.

In 1853, Charles Lewis Tiffany took sole control of the company and changed its name to Tiffany & Co. At first, Tiffany's assortment contained only a small assortment of imported jewelry. This assortment steadily grew over the coming years with the growth of New York City and the increasing fortunes of its citizens, who were now able to indulge in non-essentials such as jewelry.



Tiffany & Co.'s triumph at the United States Centennial Exhibition in Philadelphia in 1876 was as inevitable to American eyes as it was surprising to Europeans'. Both Tiffany's silverware and jewelry took prizes in the Centennial, beating the firm's European competitors for the first time.



Charles Lewis Tiffany died in 1902 at the age of 90, leaving an estate of \$35 million. All major silver and jewelry manufacturers and retailers in New York City closed during the hours of his funeral, a testament to his respect within the community.

Tiffany Then and Now

On September 14, 1837, Tiffany & Young's first day sales totaled \$4.98. At the end of fiscal year 2011, Tiffany & Co.'s sales totaled \$3.6 billion.

In 1837, Tiffany & Young had three employees. Today, Tiffany & Co. has more than 9,000 employees around the world.

Tiffany & Co. opened its first U.S. branch stores in San Francisco in 1963 and Houston in 1964. Today, Tiffany operates more than 260 stores around the world.

Earning Trust & Loyalty

Customer service excellence has set Tiffany apart since 1837.



In the iconic 1961 Hollywood movie “Breakfast at Tiffany’s,” Audrey Hepburn visits Tiffany & Co.’s New York flagship store and has her Cracker Jack® ring engraved. While fictional, this charming scene pays tribute to Tiffany’s legendary customer service and the Tiffany Experience, a tradition that Beth Canavan, Executive Vice President, describes as making customers “feel at home.”

“At Tiffany, customers discover an enchanting store environment and the most beautiful jewelry in the world,” Canavan says. “But what brings the experience together is a member of our Tiffany team.” From helping a customer find a gift, to assisting in the search for the perfect engagement ring, to occasionally arranging an in-store proposal, Tiffany sales professionals give customers the attention and care that earn their trust and loyalty.

A Long Tradition of Service

The Tiffany Experience is about more than just fulfilling expectations, it’s about exceeding them. That, in turn, generates deep loyalty among Tiffany customers, as a quick look at Tiffany’s social media channels makes abundantly clear. With close to 2.5 million “Likes” on Facebook®, more than 180,000 followers on Twitter, and 135,000 on Instagram, the company’s dedication to service is greatly appreciated by those who shop Tiffany. One Facebook follower posted recently, “I love shopping at Tiffany & Co.,” while another wrote, “We just visited your store in Houston in the Galleria; the staff there is fabulous.” Customers who have experiences such as these are likely to keep returning to Tiffany.

The tradition of customer service at Tiffany originates with our founder, Charles Lewis Tiffany, and the standard of excellence he set forth at the first Tiffany & Co. store at 259 Broadway in New York City. From the beginning, Mr. Tiffany’s approach to service was about creating a holistic experience—from the quality

and craftsmanship of the merchandise, to the artistry of its design, to the pleasure of visiting the store. Mr. Tiffany wanted nothing more than to delight his customers. His genuine enthusiasm for diamonds and jewelry was something that he shared with his clientele.

To Mr. Tiffany, art and design were things that everyone could enjoy, and in 1845, he included an open invitation to the public in his mail-order catalogue that stated his desire to “... respectfully invite [sic] the visits of strangers, under the assurance that they may examine the collection without incurring the least obligation to make purchases.” While he placed no pressure on visitors to purchase the jewelry and other goods available in his shop, very often these early customers wanted nothing more than to possess an artful item from Tiffany, neatly packaged in a little blue box.

Delivering the Tiffany Experience

The Tiffany & Co. brand has become synonymous with big dreams and the celebration of life’s important milestones. This means that everyone who visits a Tiffany store enters with great expectations and a distinct idea about what their experience will be. That is a significant responsibility, and one Tiffany takes very seriously. Most customers have a memorable experience when shopping at Tiffany & Co., and our sales teams around the world work hard to ensure that the memory is a positive one.

Delivering the Tiffany Experience starts with finding the right people. “We look for individuals who want to engage customers and provide exemplary service,” says Elisabeth Ames, Group Vice President - Global Customer & Sales Services. “Customers prefer to work with sales professionals who are knowledgeable, provide suggestions they know they can trust and offer assistance for future purchases.” To promote these behaviors and ensure the ongoing development of our front-line brand ambassadors, Tiffany’s sales staff receives regular training in product knowledge and creating enduring relationships with customers. “Ultimately, it is the sales professional who creates the relationship with the customer on behalf of Tiffany,” Ames says.

Of course, our customers’ experiences are not confined to our retail stores. The Tiffany Experience is something they should enjoy whether they are shopping online, visiting Customer Services or talking to a Tiffany representative on the telephone. Each should leave our Web site, step away from the service counter or hang up the telephone knowing that Tiffany values their business and will do whatever it takes to earn their loyalty.

Measuring and Driving Success

While retail leadership in all seven of Tiffany’s regions works hard to cultivate customer relationships, it’s important to understand how well we are fulfilling our service commitment. The Tiffany Experience Index (TEI), introduced in 2005 through a collaboration of corporate and retail leadership, is a customer survey program created to measure the quality of our customers’ experiences. Tiffany’s ability to excel in this area will lead to enduring client relationships.

TEI has evolved over time, recently moving online and extending its reach to include the many channels through which we serve our customers ... and *potential* customers. Following a successful launch in the United States earlier in the year, the new TEI launched globally in September. The program’s broad scope will allow us to ensure our customers receive exceptional customer service befitting the Tiffany & Co. name, whether they visit a store in New York, London, Dubai or Tokyo.



When Charles Lewis Tiffany first opened his store in downtown New York City selling French soap and fashionable hair combs, his main goal was to delight his clientele. It all starts with a visit to a Tiffany store and an interaction with a member of our staff who, as Canavan says, “understands the importance of what the blue box will convey.” Whether it’s helping a customer find that special graduation gift or anniversary necklace—or even engraving a Cracker Jack ring—a commitment to customer service forged by our founder 175 years ago ensures that all visitors can feel welcome and at home at Tiffany & Co.

■ BY KAI-MING CHA

A Legacy in Gemstones

A closer look at four stones important to Tiffany's heritage.

In honor of Tiffany's 175th anniversary, a special collection of 175 one-of-a-kind Statement pieces has been handcrafted by master artisans; each features gemstones introduced to the world by Tiffany & Co. These gemstones—kunzite, morganite, tanzanite and tsavorite—are an integral part of the Tiffany legacy. They represent perseverance, ingenuity and a pioneering spirit, and their stories are as interesting as they are important to Tiffany's heritage.

Kunzite

The tale of Tiffany's legacy gemstones begins with kunzite, a rare, transparent pink to purplish-pink stone that was sent to Tiffany in 1902, after it was discovered in the Pala Mining District in San Diego County, Calif. Adding to its mystique, kunzite is pleochroic, which means that its color appears to change depending on the angle from which it is viewed.

Although the stone's namesake, Dr. George Frederick Kunz, Tiffany's Chief Gemologist and Vice President at the time, had traveled the world in search of the most beautiful gemstones, he had a special affinity for those found in the United States. His efforts helped establish Tiffany & Co. as the source for the most rare and exceptionally beautiful jewels in the world.

In the spirit of Kunz's adoration for the rarest of gemstones, Tiffany gemologists procured a 175-carat oval kunzite from which to create a very special piece in honor of the company's 175-year milestone. The Tiffany Anniversary Kunzite necklace has a timeless design with a single row of diamonds that highlights the rarity of a kunzite of this size. An intricate basket of diamond pavé scrolls set in platinum further highlight the stone's beauty.

Morganite

The gemstone journey continues with the discovery of morganite. This peach to pink stone is a variety of a mineral species called beryl. It was first discovered on the coast of Madagascar in 1908, but was unearthed in the United States in California during the gem rush of



the early 1900s. Today, morganite can be found in various locations across the globe, including Brazil.

When Tiffany introduced this gemstone in 1910, Kunz named it "morganite" in honor of American financier, gemstone collector and loyal Tiffany customer, J.P. Morgan. The banker was so enamored with gemstones that he commissioned Kunz to assemble several important collections of the world's best specimens, which he eventually donated to the American Museum of Natural History in New York City.

To showcase this important legacy gem, the Tiffany Anniversary Morganite necklace was designed around a cushion-shaped, 175-carat stone. It is "tied" with a ribbon-like diamond bow centered with a 2 carat Tiffany Novo® diamond, and a necklace of diamonds and platinum. It required the hands of a master Tiffany artisan to craft the platinum into the soft lyrical lines of the Tiffany bow and ribbon.

Tanzanite

Our next stop brings us to the foothills of Mount Kilimanjaro and the discovery of tanzanite. This gemstone's color is a mesmerizing mix of deep blues, violets and purples. It is extremely rare and can only be found in Tanzania, the country for which it was named.

In 1967, a prospector and treasure hunter took a wrong turn and found himself in a Masai village, where tribesmen spoke of magical blue crystals at the base of Kilimanjaro. After inspecting this new find, the prospector soon realized it was an entirely new gemstone. He eventually began mining the stone and sending the rough material to Germany for cutting and polishing. As fate would have it, Henry B. Platt, great-grandson of Louis Comfort Tiffany, and President and Chairman of Tiffany & Co., was visiting Germany on a buying trip in 1968. When he was presented with the newly discovered gemstone, he was immediately smitten, named it "tanzanite" and proclaimed that it would be the new colored gemstone sensation of the 20th century. In the marketing campaign that followed its launch, Tiffany proudly stated that tanzanite could be found in only two places in the world—Tanzania and at Tiffany & Co.

Today, it takes center stage once again in the Tiffany Anniversary Tanzanite necklace, which



features a spectacular 175-carat tanzanite, suspended from a necklace of more than 70 carats of brilliant diamonds in platinum.

Tsavorite

The last stop on our journey through the world of Tiffany's legacy gemstones brings us to Tsavo National Park near the border of Kenya and Tanzania. An impossibly green gemstone was discovered here in 1970 by a Scottish geologist working as a consultant for Tiffany. When Platt saw this new

stone, he found himself once again captivated and named it "tsavorite" for the region in which it was found. In 1974, Tiffany unveiled a collection of jewels specifically designed to showcase tsavorite's vibrant beauty.

Color is king in gemstones and this is especially true for tsavorites. Their hue ranges from bright bluish-green to yellowish-green. The most coveted are those that rival the green of the finest emeralds. Found primarily in Kenya, Tanzania, Madagascar, Zambia and Pakistan, tsavorites larger than 2 carats are extremely rare.

An incredibly detailed and sculptural rose bracelet was created to showcase the beauty of the tsavorite in the 175th Anniversary Collection. The flower is made of yellow and white diamonds, and spessartites, while the leaves come alive with tsavorites. All are set in 18 karat yellow gold.

Kunzite, morganite, tanzanite and tsavorite are an important part of the Tiffany & Co. story, making it only fitting that a special anniversary collection be designed around them. Together, these gemstones represent what makes Tiffany ... Tiffany—simply, the best there is.

The 175th Anniversary Collection will be unveiled at the New York flagship store in October.

■ BY JUANITA ROBINSON





Giving Voice to Our History

After 40 years with the company, Dale Marcovitz, Ambassador - New York, still finds infinite joy in sharing her knowledge of all things Tiffany.

How long have you worked for Tiffany?

I celebrated 40 years with the company on September 13—the day before our 175th anniversary.

What was your first job at Tiffany?

I began as a sales professional on the silver floor in 1972. From the day the movie “Breakfast at Tiffany’s” was released, I thought of Tiffany & Co. as a dream world and I wanted to be part of it.

Walk me briefly through your Tiffany career.

I had been working on the silver floor for a few years when I started assisting the “Personnel department” with the training of new hires. For the next few years I worked on the third floor (China and Crystal department) and the main floor as an Assistant Manager, and in 1980, was promoted to Manager of the silver floor. For the next 29 “sterling” years, I was part of that world.

What is your current role?

My primary role is to host tours of the flagship for new employees, providing a collection of historical facts and whimsical tidbits, and hopefully, infusing passion for Tiffany along the way.

Your tours are pretty famous within Tiffany. How did they start?

It all started in 2004 when the silver floor was preparing to debut after its major renovation. The new floor was so majestic and so beautiful with all the exotic woods, the Mondrian style wall and the cascading waterfall chandelier, that we thought it would be fun to share the story of the transformation with everyone—especially explaining how the “grand staircase” was delivered, or should I say “hoisted,” up to the third floor.

What do you like most about your job?

The joy of sharing the history, the legacy and the passion of Tiffany & Co., and being able

to add to it through first-hand experiences I’ve been fortunate to have.

What qualities do you think have helped you be successful here?

Basic core values that were instilled in me by my parents—to live by the Golden Rule (treat others as you want to be treated), to be honest, to be a good person and to be the best that you can be.

Can you share a fact about Tiffany or the flagship store that many employees probably don’t know?

Most people are amazed to learn that 727 Fifth Avenue is one of the first commercial buildings in the city of New York to have its air conditioning unit built as an integral part of the building. During World War II, Tiffany donated the centrifugal refrigeration element of that air conditioning system for use in the manufacturing of synthetic rubber, because there was a shortage during the war and a cooling system was necessary for its production. The headline of a two-page ad in the *Saturday Evening Post* on December 11, 1943, read, “From Rubies to Rubber for Victory.” It had been placed by the Carrier Air Conditioning Company, toasting Tiffany’s contribution.

What did you do before you came to Tiffany?

Tiffany & Co. is my first and only place of employment. I came to work here after I graduated from Franklin Pierce College (now a university) in New Hampshire. I majored in psychology and minored in elementary education.

Tell us something your co-workers may not know about you.

One of my personal passions is hunting for vintage Tiffany ads. My favorite is from sometime in the 1960s. It’s a photograph of an apothecary jar that is half-filled with large Tiffany engagement rings. Beside the

bottle is a “prescription” that says, “Take one before proposing.” It is one of my cherished possessions. I also have a Tiffany catalogue from the 1800s that I had restored, and a collection of obsolete and retired Tiffany merchandise, like my sterling silver rotary telephone dialer that always accompanies me on my flagship tours.

What has made you stay at Tiffany for so long?

I guess it’s the pride of being affiliated with an American institution that people around the world love. And what other company has a heart that pulsates with celebration?

What has changed most about Tiffany since you’ve been here? What hasn’t?

Tiffany has grown astronomically since I first joined the company. When I started in 1972, there were five branches. Today, we have 260 locations around the world. What has remained the same is Tiffany’s commitment to providing the world with the finest luxury gifts possible, and our passion for celebrating life’s most important moments.

What do you think has made Tiffany & Co. so successful and beloved for 175 years?

Being consistent in its core values. Our customers depend on us and trust us to deliver a product that is meticulously made and lasting. To quote the English poet John Keats, “A thing of beauty is a joy forever.”

Natural Beauty

The Tiffany Enchant collection celebrates Tiffany's 175th anniversary with designs inspired by the natural world.

In honor of its 175th anniversary, Tiffany introduced Tiffany Enchant, a collection that celebrates its reputation as the world's diamond authority, its long tradition of looking to nature for inspiration and its commitment to protecting the natural world and its many resources.

The collection is based on the symmetrical and ornate patterns of traditional 19th century garden gates. Tiffany designers masterfully translate the swirling motifs of these wrought iron works of art into light, open jewelry designs using an abundance of diamonds and colored gemstones set in platinum. Some also incorporate 18 karat rose gold, highlighting Tiffany Enchant's complexity, craftsmanship and design.

Beleza Natural

A coleção Tiffany Enchant celebra os 175 anos da Tiffany com design inspirado na natureza.

Homenageando seu 175º aniversário, a Tiffany apresenta a coleção Tiffany Enchant, que celebra sua reputação como autoridade no mundo dos diamantes, sua longa tradição em buscar inspiração na natureza e seu compromisso em protegê-la e preservar seus inúmeros recursos.

A coleção baseia-se nos padrões simétricos e ornamentais de portais de jardins do século 19. Os designers da Tiffany traduziram magistralmente os motivos intrincados e artísticos destes trabalhos em ferro para jóias leves e vazadas, utilizando uma abundância de diamantes e gemas coloridas cravadas em platina. Algumas peças trazem também ouro rose 18kt, destacando sua complexidade, artesanato e desenho.

1. This beautifully intricate pendant perfectly showcases the brilliant blue of the Montana sapphire. The use of the cerulean gemstone pays homage to Tiffany designer Paulding Farnham, who made it the central theme of the collection he created for the Pan-American Exposition in Buffalo, N.Y., in 1901. Ever leading the way, Tiffany was the only American jeweler to have a significant display at the exhibition.

1. Este pendente ricamente trabalhado apresenta com perfeição uma Safira Montana de azul brilhante. O uso desta gema cor do céu presta tributo a Paulding Farnham, designer da Tiffany, que a utilizou como tema central da coleção criada para a exposição Pan-Americana em Buffalo, N.Y., em 1901. Sempre na liderança, Tiffany foi a única joalheria americana a ter um display importante na exibição.



2. This bracelet features platinum and diamond scrolls and is accented with 18 karat rose gold flowers. The pop of a warm hue brings the piece to life and gives it a decidedly vintage look.

2. Este bracelete trabalhado em platina e diamantes é ornado com flores em ouro rose 18kt. A presença de um tom quente traz vida à peça e ainda fornece, com certeza, um visual *vintage*.



3. The Tiffany Keys pendant, which features a beautiful tanzanite dragonfly, combines the elaborate curves of a garden gate with a nod to the Tiffany legacy by incorporating one of its heritage stones.

3. O pendente Tiffany Keys, que traz uma linda libélula em tanzanita, combina as curvas elaboradas de um portal de jardim com um toque da tradição Tiffany, pois possui uma de suas gemas mais representativas.



4. These diamond and platinum stud earrings are sure to have broad appeal as they are not only beautiful, but have an attractive price point as well.

4. Estes brincos solitários em platina e diamantes agradam a todos, não apenas pela beleza, mas também pelo valor acessível.



5. Like the rest of the collection, this diamond scroll band ring is alive with sparkle and radiance, which is sure to make her swoon—whether it's an anniversary gift or a self-purchase.

5. Assim como toda a coleção, este anel com arabescos em diamantes ganha vida com o brilho de seus reflexos e cintilação. Seja para celebrar um aniversário de casamento ou um agrado para si mesma, ela ficará extasiada ao possuir esta peça.



6. These scroll earrings will dangle from her ears like miniature chandeliers, catching the light and instantly adding glamour and elegance to her evening gown or cocktail dress.

6. Estes brincos com arabescos irão brincar em suas orelhas como mini candelabros, capturando a luz e acrescentando glamour e elegância aos seus trajes sofisticados.



Written By: Juanita Robinson
Source: Tom Buscemi
Portuguese Translation: Geraldo Carrara

Escrito por: Juanita Robinson
Fonte: Tom Buscemi
Tradução para Portugues: Geraldo Carrara

A New Look for a Tiffany Legend

Inside the resetting of the famed Tiffany Diamond.

Of the many symbols associated with Tiffany & Co., there are few more celebrated than the Tiffany Diamond. As historic and storied as the company itself, the legendary stone has been captivating clients for more than 130 years. Whether featured in a Gene Moore window design, gracing the neck of Audrey Hepburn or mounted in the whimsical Jean Schlumberger Bird on a Rock setting, the diamond has marked important milestones throughout the company's history. This year, in celebration of Tiffany & Co.'s 175th anniversary, the fabled diamond has been reintroduced once again in a stunning new setting.

An Historic Discovery

It takes an extraordinary stone to be labeled *the* Tiffany Diamond. Discovered in the Kimberley mines of South Africa in 1877, the stone was purchased by Charles Lewis Tiffany the following year for the sum of \$18,000. The uncut diamond weighed a staggering 287.42 carats, and it was the talented, and courageous, Tiffany gemologist Frederick Kunz who oversaw the cutting of the stone. Cut to enhance its beauty rather than its weight, the Tiffany Diamond measures an impressive 128.54 carats. It is a fancy yellow diamond in a modified cushion cut with 90 facets—32 more facets than the traditional brilliant shape.

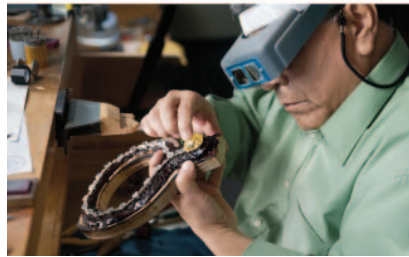
Remounting a Legend

Since 1995, the Tiffany Diamond had been featured in the Bird on a Rock setting, and replacing this celebrated mounting was no light task. "In every step of the process we asked, 'How do we honor the stone?'" explains Samara Davis, Director - Product Development, Statement Jewelry, Schlumberger & Custom Design.

More than a year of discussions, designing, redesigning, sourcing and mounting went into creating the Tiffany Diamond's new setting. The first step was selecting the perfect design, and all Tiffany designers were invited to participate in the process. "Designing a new mounting for the Tiffany Diamond was a once-in-a-lifetime opportunity for each

designer," says Barbara Brownstein, Group Director - Design. "It was the utmost goal of the designer to celebrate the quintessential characteristics of Tiffany & Co. jewelry." In the end, it was decided that the Tiffany Diamond would be set in a pendant and surrounded by, naturally, more Tiffany diamonds.

The final piece is a stunning example of Tiffany ingenuity and design. Supporting the main stone is a necklace of 20 significant Lucida® cut stones, each separated by a trio of round brilliant-cut diamonds. In total, the necklace is composed of more than 120 carats of white diamonds. It is, however, the basket cradling the Tiffany Diamond that is the most unique element of the piece. It is a study in balance, symmetry and functionality.



The designer used cutting-edge technology to create three-dimensional models of the setting. "Throughout the design process, the designer was able to review wax models of the evolving design and make refinements until the piece was perfect," explains Brownstein.

The vibrant yellow of the Tiffany Diamond was the true inspiration for the setting. Reminiscent of bright rays of sunlight, the massive cushion-cut stone is surrounded by four diamond sunburst designs. Art Deco in style, but Tiffany in design, the new sunburst basket emphasizes the sumptuous color and unique cut of the stone.

In the Spotlight

Every step of the remount process was monitored and documented by the Tiffany team. It was also captured on film. Cameras were literally positioned above the jeweler's bench to film each step. During the final setting of the stone, more than 20 lucky individuals,

including the film crew and security, huddled together in the workshop to witness the diamond being placed in its new mount. "It was a privilege to be around this magical stone,"



Davis says. A year of details, redrafts and discussions had finally culminated in the Tiffany Diamond being set in its new home. Looking at the new Tiffany Diamond pendant, it is clear that the designers and technicians have found the perfect balance between iconic Tiffany and modern design.

To celebrate this historic moment, the Tiffany Diamond has embarked on a year-long world tour. Displayed in Japan earlier in the year, the new Tiffany Diamond pendant dazzled audiences at the New York flagship store in September. It will continue its journey to Tiffany stores in Beijing and Dubai. When its traveling is complete, the stone will return to its permanent residence in New York City, where it will be housed in a custom-designed Art Deco-style vitrine.

Beyond monetary value, the Tiffany Diamond is an ambassador of the company and will always remain with Tiffany & Co. Embodying the glamour, luxury and quality associated with the Tiffany name, the diamond will sit in its place of honor at the helm of the flagship store in New York. A gleaming symbol of 175 successful years, it will continue to welcome guests into the elegant world of Tiffany & Co.

■ BY ERIN ELLER

Erin Eller is a Senior Representative at the Tiffany Service Centre, Canada, in Toronto and an Atlas contributor.

Anniversaries Around the World

More than 330 of your colleagues are celebrating employment anniversaries during August, September and October.

30 YEARS

Dawn Clemens, Retail Service Center, September 20
Robert Gimbel, Customer Fulfillment Center, September 21
Whitney Hinton, New York, October 18

25 YEARS

Maria Reyes, Houston, October 12
Victoria Reynolds, Westport, August 17
Andrew Trewick, Customer Fulfillment Center, October 19

20 YEARS

Caroline Baker, Denver, October 19
Mei Lin Cheung, Hong Kong Office, September 1
Elizabeth De Mauro, Retail Service Center, October 15
Michael Fehervari III, Retail Service Center, August 3
William Julius, Troy, September 14
Thomas O'Rourke, Retail Service Center, October 5
Michael Reddington, Customer Fulfillment Center, September 23
Philip Sohaski, Troy, September 14
Souirphanh Syvilay, San Diego, September 19
Venice Thomas, New York, September 24
Beth Tomblin, Customer Fulfillment Center, September 29

15 YEARS

Andrea Artigas, Mexico City - Masaryk, September 15
Paul Bailey, Houston, September 23
Lily Boateng, Retail Service Center, August 19
Laurie Bongiovanni, Retail Service Center, September 15
Hannelie Bosman, Short Hills, October 1
Brenda Brown, 200 Fifth Avenue, October 6
Heather Burrows, Retail Service Center, September 15
Lilawattie Davidson, Tiffany Service Center, September 8
Curt Davis, Cincinnati, October 20
Ben Hur Delfino, Ala Moana, October 13
Lawrence Devenny, Customer Fulfillment Center, October 20
Janet Foley, Retail Service Center, September 15
Sora Galinato, Las Vegas - Bellagio, October 27
John Geppert, Waikiki, October 6
Henry Gonzalez, Coral Gables, August 23
Bari Granowsky, 200 Fifth Avenue, September 22
Frank Hernandez, Pelham, August 18
Bernadette Hitt, 200 Fifth Avenue, September 30
Naoko Hombu, Tokyo - Chiba Marunouchi, August 1
Donna Koelbel, Customer Fulfillment Center, August 4
Choi Ling Kow, Hong Kong - Sogo, September 6
Benjamin Lanza, Customer Fulfillment Center, October 14
Rodolfo Lopez, Mexico City - Masaryk, September 15
Christopher MacGuire, 200 Fifth Avenue, October 6
Clair Mah, 200 Fifth Avenue, September 22
Wendy Matar, Retail Service Center, August 18
Cara McCarthy, Retail Service Center, October 20
Coleen McKernan, 200 Fifth Avenue, August 7
Bruce Neller, Cincinnati, October 20

Gladys Nunez, Customer Fulfillment Center, August 26
Eugenia O'Connell, 200 Fifth Avenue, August 4
Marian Olbes, London - Old Bond Street, October 13
Dana Pardee, San Diego, October 15
Rodney Perdomo, Customer Fulfillment Center, July 15
Elizabeth Pittman, Short Hills, September 8
Jesse Edward Harris Potts, Houston, October 20
Monica Ramirez, Customer Fulfillment Center, August 21
Graham Rarity, Oakbrook, September 8
Gertrudis Rojas, Pelham, August 25
Candice Smith, Boston, October 20
Mika Tabuchi, Osaka - Kintetsu Abeno, September 1
Lori Tulloch, Short Hills, August 25
Kumud Wastrad, 200 Fifth Avenue, August 18
Steve Werner, Retail Service Center, October 6
Halina Wilga, Pelham, August 25
Bik Pui Wong, Retail Service Center, October 27

10 YEARS

David Almeida, Naples, September 3
Scott-Felix Amplayo, Century City, August 26
Benedict Anselmo, New York, October 16
Wilson Arizmendi, Pelham, August 19
Julie Artrip, Orlando, September 18
Lauren Bailey, Atlanta, September 18
Leah Barlow, Denver, October 1
Filisa Betgilan, New York, October 16
Dianne Bevacqua, Retail Service Center, August 12
Maria Bravo, Cumberland, September 16
April Burney, Retail Service Center, August 5
Alberto Cabral, Cumberland, September 9
Stephanie Ceballos, Orlando, September 18
Gregory Celentano, Retail Service Center, October 7
Francis Celularo, Boca Raton, September 1
Michael Culver, Pelham, September 16
Meaghan Cummings, Old Orchard, October 31
Antonio Cunha, Cumberland, September 9
Alexis Donovan, Greenwich, October 18
Beverly Gramstad, Portland, October 1
Mark Hanna, Laurelton Diamonds - Antwerp, September 24
Dana Hung, San Jose, September 17
Henry Iglesias, Retail Service Center, September 30
Kristin Irwin, King of Prussia, September 30
Mikhail Katanov, Tiffany Service Center, October 28
Joyce Lawrence, Retail Service Center, August 5
Mimi MacCaw, London - Old Bond Street, September 16
Cesar Marte, Cumberland, October 7
Claudia McCoy, St. Louis, August 26
Kathleen McEachern, Boston, October 28
Sandy Montanez, Customer Fulfillment Center, August 26
Bharati Nadella, Customer Fulfillment Center, August 14
Manuel Nazchivalan, Cumberland, September 3
Sophie Gabriele Nembhard, London Direct Marketing, October 14
Carol Nicolai, Washington, D.C., September 9
Julie Nizam, Atlanta, October 14

Reshma Patel, Retail Service Center, September 16
Donny Pena, Orlando, September 18
Jyothi Reddy, Retail Service Center, October 14
Sam Richardson, Cumberland, September 3
Yolanda Rincon, Pelham, August 12
Francisco Rodriguez, Cumberland, October 21
Luis Rodriguez, Cumberland, August 5
Claire Rotella, Short Hills, September 20
Edward Rozinski, Pelham, August 26
Stephen Steinberg, Naples, September 18
Michael Teets, Retail Service Center, September 16
David Traum, Customer Fulfillment Center, October 7
Domingo Urizar, Cumberland, September 9
Theresa Vaden, Houston, August 26
Tomas Vargas, New York, October 21
Reinaldo Veloz, Pelham, August 26
Colleen Wheeling, Old Orchard, August 5
Shinsaku Yamaguchi, Orlando, September 18

5 YEARS

Irvin Adams, Costa Mesa, October 22
Daniel Alberto, Retail Service Center, October 22
Yukino Aoki, Kashiwa - Takashimaya, September 1
Erica Arcos, Wall Street, October 15
Bibiana Arteaga, New York, August 13
Nathan Atwood, New York, October 20
Anthony Austin Jr., Retail Service Center, August 20
John Babincak, Red Bank, October 22
Ellen Barry, Boston, August 8
Patrick Bellomo, Retail Service Center, October 1
Jessica Berg, Las Vegas - Forum Shops, August 6
Hope Bernstein, Natick, August 13
Diana Bigio, 200 Fifth Avenue, August 6
Victoria Biles, Chadstone, October 1
Emelita Bitanga, Las Vegas - CityCenter, October 20
Migran Boyadjian, Pelham, October 11
Christopher Bradshaw, London - Heathrow T5, October 1
Ana Maria Brasil, Yorkdale, October 17
Kevin Brown, Washington, D.C., September 17
Kassandra Brown-Grant, White Plains, October 24
John Buis, New York, October 8
David Buro, San Diego, September 24
Damion Butler, San Diego, August 11
Sheena Butler, New York, October 8
Christine Caponi, 200 Fifth Avenue, September 10
Derkin Caraballo, Retail Service Center, August 27
Renel Carrion, Cumberland, August 6
Yee Ling Chan, Hong Kong Elements, October 8
Alex Chau, Paris - Galleria, September 24
Yiu Bon Cheng, Tiffany Service Center, August 23
Suresh Chhattani, New York, August 2
Suat Ean Choo, Malaysia KLCC, August 26
Johnny Chow, New York, October 8
Joanne Close, London Distribution, September 17
Joel Cohen, New York, September 17
Sonia Conceicao, Retail Service Center, August 20
Cherrie Conlon, London - Old Bond Street, August 20
Manuel Coronel, Tiffany Service Center, October 15
Ulises Cruz, New York, October 24
Jon Cuprak, Mohegan Sun, October 21
Cara Davis, Red Bank, October 22

Sources: Indira Taboada, Kyoko Ota

Anniversaries Around the World

More than 330 of your colleagues are celebrating employment anniversaries during August, September and October.

5 YEARS (continued)

- Sheniece Dennis, New York, October 8
 Yaël Devico, Paris - Galleria, October 1
 Edwin Diaz, New York, September 24
 Joseph Diaz, Customer Fulfillment Center, September 17
 Michelle Dominick, Retail Service Center, September 24
 David Dunn, Retail Service Center, September 4
 Nadine Edwards, Retail Service Center, August 20
 Judith Elam, New York, September 24
 Olga Elkina, New York, October 8
 Erin Eller, Toronto, August 7
 Peter Englehart, Providence, August 27
 Gareth Evans, London - Royal Exchange, September 3
 Joan Fitzpatrick, Natick, August 13
 Sharon Flohs, Red Bank, October 22
 Diana Garcia, Short Hills, October 17
 Tanya Gilbert, Westfield, October 15
 Maja Glaus, Zurich, October 2
 Haydee Gonzalez, Mexico City - Masaryk, October 8
 Laura Grace, Portland, September 4
 Paul Gray, Santa Barbara, October 29
 Elizabeth Grigorian, Providence, October 22
 Qian Laura Gu, Shanghai IFC, August 1
 Tekenya Hall, New York, October 10
 Saori Handa, Kashiwa - Takashimaya, September 1
 Yoshihimi Hatayama, Osaka - Shinsaibashi Daimaru, October 1
 Nobuyasu Hayakawa, Tokyo - Customer Service, October 1
 Deborah Henson, Manhasset, October 22
 Molly Herbert, 200 Fifth Avenue, August 7
 Susan Higginbotham, Retail Service Center, August 19
 Danielle Hill, Providence, October 22
 Asuka Hirose, Kyoto - Takashimaya, August 1
 Saori Hirose, Kyoto - Takashimaya, September 1
 Carol Hsu, Taichung - Far Eastern, September 1
 Tiffany Hughes, Retail Service Center, September 17
 Yuet Ting Hui, Hong Kong Elements, October 7
 John-Kelso Hunter, King of Prussia, September 17
 Kiya Hutchinson, Northpark, October 21
 Megumi Hyodo, Chiba - Mitsukoshi, September 1
 Nobuko Inaba, Osaka - Shinsaibashi Daimaru, September 1
 Luis Irurita, Costa Mesa, October 20
 Yuka Itayagoshi, Niigata - Mitsukoshi, September 1
 Silvia Iturralde, New York, October 29
 Ekta Jaisinghani, SoHo, September 28
 Karen Janowski, New York, October 9
 Steven Jenkins, Retail Service Center, August 21
 Xiaoqing Jin, Pelham, August 27
 Teon Johnson, Wall Street, September 17
 Christopher Jones, Century City, August 6
 Elizabeth Jurek, Natick, August 13
 Nevin Kandel, Retail Service Center, August 13
 Susan Karecki, Retail Service Center, August 20
 Mai Kataoka, Tokyo - Tamagawa Takashimaya, August 1
 Takeshi Kato, Marunouchi Office, October 1
 Kimiharu Katsuyama, Tokyo - Roppongi Hills, August 15
 Dianne Keller, New York, October 22
 Annie Kim, Atlanta, October 30
 Jeongsook Kim, Shilla Seoul DFS, October 15
 Hiromi Kogure, Tokyo - Tobu Ikebukuro, October 16
 Emily Koniditsiotis, Sydney - Castlereagh Street, October 10
 Sakura Konoma, Niigata - Mitsukoshi, August 20
 Eleanor Koukourdelis, 200 Fifth Avenue, August 27
 Man Wah Kwan, Hong Kong - Pacific Place, October 1
 Ada Lai, Hong Kong - Peninsula, August 13
 Gregory Lake, Providence, October 22
 Jeandrea Larson, Century City, October 23
 Maria Lattanzio, Retail Service Center, September 10
 Ji Lee, 200 Fifth Avenue, August 13
 Adeja Lendor, Retail Service Center, September 4
 Kaydene Lewis, 200 Fifth Avenue, October 15
 Eileen Lim, Singapore - Changi Airport, September 3
 Tony Lima, 200 Fifth Avenue, September 18
 Audrey Lin, Taiwan - Hanshin, September 26
 Alfonso Lopez, Chicago, September 11
 Pablo Lopez, Retail Service Center, October 1
 Nancy Lynch, Red Bank, October 22
 Candido Maisonave, New York, October 8
 Angela Maldonado, Salt Lake City, September 10
 Eiko Matsuo, Kyoto - Takashimaya, August 1
 Nicole McGrath, Pelham, September 17
 Marvin Mercado, Providence, October 22
 Janice Mok, San Francisco, August 6
 Beryl Morelle, Washington, D.C., October 22
 Trisha Murphy, Dallas, September 6
 Felice Nalavany, Retail Service Center, August 20
 Sandra Nastasi, Retail Service Center, September 10
 Victor Navedo, New York, October 15
 Jannine Newell, Tiffany Service Center, October 15
 Maria Ofelia Niembro, Mexico - Santa Fe, October 1
 Yoko Nishikawa, Nagoya - Takashimaya, September 1
 Courtney November, New York, September 20
 Tomoya Nunogaki, Naka-ku - Nagoya, October 1
 Sayuri Ochi, Tokyo - Shinjuku Isetan, August 20
 Chika Odahara, Osaka - Kintetsu Abeno, August 1
 Makiko Ogawa, Kyoto - Daimaru, September 1
 Vina Olsen, Las Vegas, September 3
 Kaori Ooki, Nagoya - Takashimaya, August 1
 Erica Pacheco, Mohegan Sun, October 21
 Juan Paz, New York, October 15
 Paden Peng, Taiwan Office, October 23
 Joseph Penna, Northpark, September 10
 Edgar Pineda, Riverside Square, October 21
 Melissa Pizarro, Customer Fulfillment Center, October 1
 Jean Lucien Prussien, New York, September 16
 Lauren Quick, Retail Service Center, August 20
 Marwa Ramadan, Retail Service Center, September 4
 Robert Reed, Retail Service Center, August 20
 Arelis Reyes, Customer Fulfillment Center, August 12
 Meghan Rhody, Las Vegas - Forum Shops, August 6
 Brandon Robinson, New York, September 20
 Karina Robinson, Customer Fulfillment Center, September 10
 Araceli Rodriguez, Santa Barbara, October 14
 Stephanie Rogers, Troy, October 24
 Valeria Rubens, Beverly Hills, October 4
 Dawn Rubino, Providence, October 22
 Samara Rudolph, 200 Fifth Avenue, October 29
 Denise Russell, Toronto, October 23
 Roni Ryger, New York, October 8
 Caroline Sandoval, New York, August 29
 Susanna Santini, Florence, October 1
 Laura Sartain, Atlantic City, August 8
 Yutaka Sawaguchi, Niigata - Mitsukoshi, August 1
 Jessica Seltzer, San Diego, August 7
 Binoli Shah, 200 Fifth Avenue, September 6
 Nilay Shah, London - Canary Wharf, October 22
 Sungho Shin, Shinsegae Incheon, October 30
 Priti Sitwala, Retail Service Center, September 24
 Katie Skeens, Retail Service Center, October 29
 Peggy Sloane, Natick, August 13
 ElizaBeth Smith, Natick, August 13
 Talya Smocilac, Boston, October 22
 Bianca So, Hong Kong Office, October 22
 Elizabeth Springborn, 200 Fifth Avenue, August 20
 Kehar Srichawla, Tiffany Service Center, September 4
 Edward Stanton, Old Orchard, October 20
 Barbaranne Sturgis, Palm Beach, August 13
 William Stutz, Las Vegas - Forum Shops, August 28
 Takao Sugihara, Kanazawa - Korinbo Daiwa, August 1
 Asako Sugiyama, Tokyo - Ginza Mitsukoshi, August 21
 Arisa Sugiyama, Marunouchi Office, August 1
 Victoria Sung, Costa Mesa, August 6
 Natsuko Tajima, Tiffany Nagoya, August 1
 Naomi Takai, Tiffany Nagoya, August 1
 Ayumi Takasu, Nagoya - Takashimaya, October 1
 Hiroko Takeuchi, Kyoto - Daimaru, September 1
 Kiyo Takimoto, Yokohama - Landmark Plaza, September 1
 Yuen Ching Tam, Hong Kong - Pacific Place, September 24
 Rie Toyama, Osaka - Shinsaibashi Daimaru, October 1
 Bojana Trebinjac, San Francisco, August 6
 ShauYau Tsai, Pelham, September 24
 Sequoah Turner, Las Vegas - CityCenter, August 6
 Karin Upwood, St. Louis, August 1
 Alphonsa Vadakethalake, 200 Fifth Avenue, October 1
 Peter Vandenhoeck, 200 Fifth Avenue, September 3
 Lesly Vecchio, Providence, October 22
 Jose Velandia, Retail Service Center, September 17
 Richard Vento, Customer Fulfillment Center, October 8
 Jessica Venturini, Providence, October 22
 David Verheyen, Laurelton Diamonds - Antwerp, September 1
 Nelson Villatoro, 200 Fifth Avenue, August 13
 Kristin Waddell, Mohegan Sun, October 21
 Meghan Washam, Westport, October 1
 Yuri Watanabe, Niigata - Mitsukoshi, September 1
 Kiyomi Watanabe, Tiffany Fukuoka, September 1
 Teruko Watanabe, Tokyo - Shinjuku Isetan, October 16
 Deja Whitehead, Retail Service Center, September 17
 Laura Williams, Old Orchard, August 6
 Cindy-Ann Wilson, New York, October 29
 Jeffrey Winters, Wall Street, September 17
 Matthew Woods, 200 Fifth Avenue, September 11
 Mary Wright, Providence, October 22
 Niki Wuyts, Laurelton Diamonds - Antwerp, September 3
 Yuko Yasui, Tokyo - Matsuzakaya Ginza, September 1
 Maki Yazaki, Tokyo - Tobu Ikebukuro, August 15
 Maiko Yomoda, Osaka - Takashimaya, August 1
 Wan Mei May Yu, Hong Kong - Canton Road, September 24

Sources: Indira Taboada, *Kyoko Ota*



ATLAS

2012, Volume 21, Number 3

TIFFANY & CO.

The Tiffany & Co. employee newsletter is published four times a year
and distributed to Tiffany work locations around the world.

For internal use only.

Bill Carr, Managing Editor

Juanita Robinson, Editor

Heidi Upton, Contributing Writer

200 Fifth Avenue, New York, NY 10010 Telephone: 212-230-6642

© 2012 by Tiffany and Company



Printed on 30% recycled paper using soy-based inks.

THE ONE AND ONLY TIFFANY DIAMOND

IN 1878, CHARLES LEWIS TIFFANY ACQUIRED
THIS ASTONISHING 128.54-CARAT
YELLOW DIAMOND THAT RADIATES AS IF
LIT FROM WITHIN. THIS PRICELESS GEM
COULD ONLY BELONG TO TIFFANY.

*The Tiffany Diamond has been reset in a spectacular
new necklace that celebrates Tiffany's 175th anniversary.*



TIFFANY & Co.
LEGENDARY FOR 175 YEARS