

# ATLAS

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## Unapologetically Modern, Positively New York

Tiffany T, the first collection designed by Design Director Francesca Amfitheatrof, pays homage to the company's name and the city in which it was founded.

**T**iffany T is the first collection created for Tiffany by Design Director Francesca Amfitheatrof. Her vision for the assortment is a pure one, expressed in graphic angles and clean lines. Its message is bold, unapologetically modern and fueled by American design.

The Tiffany T concept came to Amfitheatrof as all her designs do ... in a dream. "I always, always start with something I see in my head that won't fade until I get it down on paper," she explains. "I like to start with a sketch, to give the design process a human element, a real touch. But I enjoy the entire process, the journey of taking a vivid idea and doing all the practical and technical thinking that makes a piece possible to produce."

In September—almost exactly a year later—that process came to fruition when the collection that honors Tiffany's past while leading it into the future, launched worldwide.

### Inspired by Tiffany

As one might imagine, Tiffany T pays homage to the Tiffany name, but the "T" itself also brought to Amfitheatrof's mind images of the energy and intensity of New York City. "It is sculptural and bold and very closely linked to the architecture of this city," she explains. "There is a lot of New York in Tiffany T, and by that I mean the relentless movement, optimism and originality you find on these streets. This is a place of courage and reinvention that constantly sparks creativity."

When creating the Tiffany T collection, Amfitheatrof used the letter "T" in its purest form. "There is great power in taking a design and distilling and refining until it is just exactly what it needs to be, nothing more, nothing less," she explains. "I took 'T' and simplified, deconstructed, extended and bent it into jewelry that has an extraordinarily beautiful clarity." She also took the letter beyond style and turned it into a piece of engineering, which can be seen in the

structured links of some of the necklaces and bracelets in the collection.

### Fits Her to a T

Tiffany T is a collection that is very much about the New York City woman and the independence and freedom she represents. She is a creative, stylish and empowered woman who has a full life and wants the perfect necklace, ring or cuff to complete her look.



The strength and simplicity of Tiffany T is appealing to the global citizen as well. This explorer will use pieces from the collection to augment her vibrant personality rather than as merely a decorative afterthought. "I like to think of Tiffany T as a highly personal talisman for the global citizen," Amfitheatrof says.

"What I love about the collection as well, though, is that it's democratic. It's an attitude, not an age."

### The Beauty of Diversity

Tiffany T is a varied collection that will fit the customer's every mood with its hinged cuffs, minimal bracelets, chains of varied lengths, and pendants, rings and earrings. She can choose from 18 karat gold—rose, yellow and white—and sterling silver. Some pieces feature white and black ceramic as well. And for the customer who wants to wear diamonds in a contemporary, clean design, the collection includes a number of diamond pieces inspired by 1920s sketches from the Tiffany Archives.

There is a wide range of scale in the collection as well—from the soft and delicate to the bold and sculptural. This allows the Tiffany woman to pair different pieces in a way that really speaks to her personality. It makes the possibilities for styling the Tiffany T collection just about endless, adding an element of creativity and individuality. Each piece also has discreet design details—how the diamonds move or how the T's are linked—that are so subtle only the wearer knows about them. That creates a very personal connection to the jewelry.

Tiffany has always been a company of innovators and dreamers who constantly push the boundaries of what's possible with design. This way of thinking began with the company's founder, Charles Lewis Tiffany. "He was someone who constantly did things no one else had the courage to try," Amfitheatrof says. "At Tiffany, we carry forward that spirit of risk and vision with collections like Tiffany T. We create with a freedom to make—and break—our own rules."

■ BY JUANITA GOMES