



# VISION & VIRTUOSITY

AN EXHIBITION CELEBRATING  
180 YEARS OF ARTISTRY AND EXCEPTIONAL  
DIAMONDS AT TIFFANY

September 23 – November 10, 2019  
Shanghai, China

# TIFFANY & Co

Charles Lewis Tiffany was a visionary entrepreneur with a passion for procuring the rarest and most extraordinary gemstones. From the moment he opened Tiffany & Co. in New York City in 1837, it was clear that he would set a new standard for luxury. His obsession with exquisite design and exceptional craftsmanship resonated with the public's insatiable desire for luxury goods.

He also insisted on the best—the best materials, the best craftsmanship, the best service. Nothing short of excellence would do. His was a democratic approach to luxury, based on the belief that life is enriched by living with exquisitely designed and crafted objects every day. These two values—vision and virtuosity—continue to drive Tiffany ahead today and on into the future.

For over 180 years, Tiffany has been a source of beauty, inspiration and new ideas. Some of the world's greatest treasures and most beautiful gemstones have been carefully selected and brought to Shanghai for you to discover and enjoy. This exhibition is an artistic installation, a diamond dreamscape, a rhapsody in blue.



# BLUE IS THE COLOR OF DREAMS

The color blue is the beating heart of Tiffany & Co. It is the color of imagination, inspiration and the rich hue of some of the company's finest and most unusual creations. The exhibition opens with an exploration of blue beauty—sapphires and aquamarines, moonstones and tanzanites, Montana sapphires and blue diamonds. Each piece lives in a special world of its own, displayed in re-creations of Tiffany's famous shop windows on New York City's Fifth Avenue. Many of these scenes are inspired by the work of Gene Moore, Tiffany & Co.'s renowned former creative director, who was so enamored of the entire palette that a lighting filter was named "Gene Moore Blue" in his honor.



2



1. Dragonfly brooch from the late 1800s in gold, sterling silver, diamonds and sapphires.

2. Butterfly brooch and vessel from the 2019 Blue Book Collection.

3, 4, 5. Earrings, necklace and bracelet in platinum, diamonds, sapphires and tanzanites





2



3



4



5



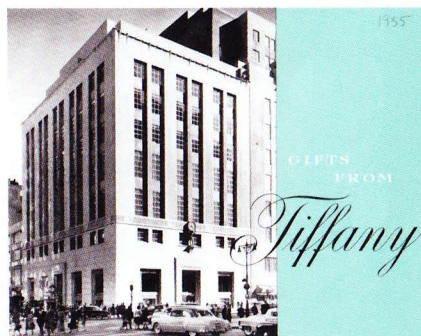
6

1. Dragonfly brooch from the late 1800s in gold, sterling silver, diamonds and sapphires.  
2. Butterfly brooch and vessel from the 2019 Blue Book Collection.  
3, 4, 5. Earrings, necklace and bracelet in platinum, diamonds, sapphires and tanzanites



# THE WORLD OF TIFFANY

Tiffany is much more than a luxury jeweler. So loved by so many for so long, the name Tiffany has featured prominently in literature, on movie and television screens, in all manner of publications and even in rap music lyrics. The instantly recognizable color of the Tiffany Blue Box and the beauty of Tiffany diamonds have become famous, symbols of the very best the world has to offer.



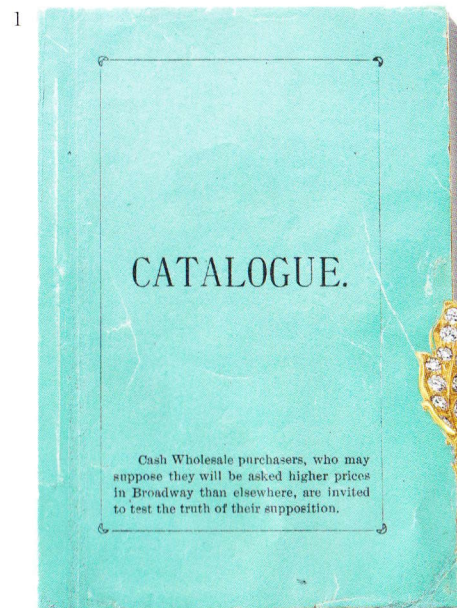
## THE TIFFANY FUN FACTS

Tiffany Blue has its own Pantone® color: PMS number 1837, named after the year of Tiffany's founding.

In 1845, Tiffany published the first mail-order catalogue in America. Now known as the *Tiffany Blue Book*, it is still released annually and features the ultimate in high jewelry design.

1. Tiffany T square bracelets in platinum and diamonds.
2. Vintage sales catalogue, 1955.
3. Tiffany x GLOBE-TROTTER luggage set.
4. The iconic Tiffany® Setting engagement ring.
5. Necklace in platinum and





# THE TIFFANY BLUE BOOK

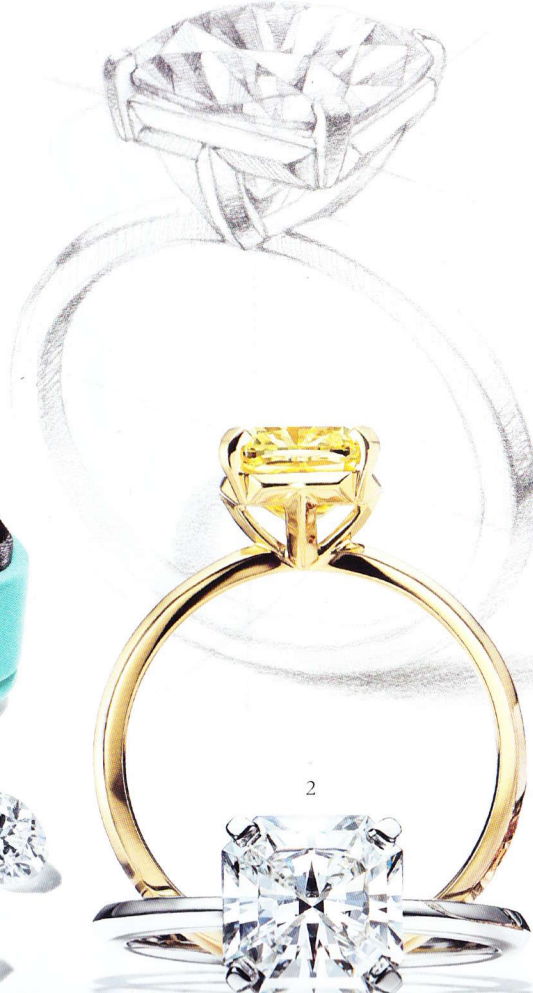
Tiffany's celebrated Blue Book Collection is the ultimate in high jewelry design. These spectacular, one-of-a-kind creations are handcrafted by expert artisans, often in the workshop above the Fifth Avenue flagship store in New York City, in whose hands Tiffany's legacy comes brilliantly to life. *Blue Book* masterworks exemplify the passion, vision and skill that have marked Tiffany's most breathtaking work since 1837,

1. The original *Tiffany Blue Book* catalogue from 1845, the first mail order catalogue distributed in the United States.
2. Dragonfly brooch by Donald Claflin for the 1967 *Blue Book* Collection.
3. Chrysanthemum brooch from 1904 in gold, platinum, diamonds and freshwater pearls.
4. Dragonfly brooch and vessel from the 2019 *Blue Book* Collection.
5. Pendant in platinum, diamonds and aquamarines from the 2018 *Blue Book*



# TIFFANY LOVE

Tiffany & Co. has been handcrafting engagement rings for over 130 years because we cherish the role that we play in people's love stories. Created with great passion and care, a Tiffany diamond engagement ring can take up to a year—from the moment the diamond is discovered until the piece is finished—to become an engagement ring that is worthy of the Tiffany name. Every Tiffany engagement ring is a beautiful symbol of all that lies ahead, prized for its perennial perfection, timeless elegance and classic good looks.



HEPBURN® — TRADEMARK AND LIKENESS PROPERTY OF SEAN HEPBURN FERRER AND LUCA DOTTI — ALL RIGHTS RESERVED. BREAKFAST AT TIFFANY'S © PARAMOUNT PICTURES CORP. ALL RIGHTS RESERVED.



## BREAKFAST AT TIFFANY'S

In 1958, American author Truman Capote published the novella *Breakfast at Tiffany's*, which was made into the renowned film of the same name in 1961. Starring Audrey Hepburn® and featuring the song "Moon River," the film won numerous awards, including two Academy Awards®. Its opening scene, in which Holly Golightly stands all alone in front of Tiffany's windows early on a New York City morning, has become one





# DIAMONDS: MIRACLES OF NATURE

Born from the earth and refined by man, diamonds are the soul-stirring embodiment of what can happen when nature and artistry come together. Tiffany's reputation for beautiful diamonds dates back to 1848, when Charles Lewis Tiffany first introduced important gemstones to the United States, earning him the title the "King of Diamonds." He instinctively understood that large diamonds of superlative quality had a hypnotic effect. But to draw profound beauty out of a stone is no simple feat. There are over 1,500 dedicated Tiffany artisans who create the brilliance in every diamond they touch, and work with passion and precision to unleash intense vibrancy and light. Large or small, every Tiffany diamond is the result of unwavering artistic passion and technical precision, culminating



1. Star brooch and vessel from the 2019 Blue Book Collection.  
2. The renowned 128.54-carat Tiffany Diamond.  
3. Earrings by Jean Schlumberger in gold, platinum, diamonds and yellow sapphires. 4. Heart brooch and vessel





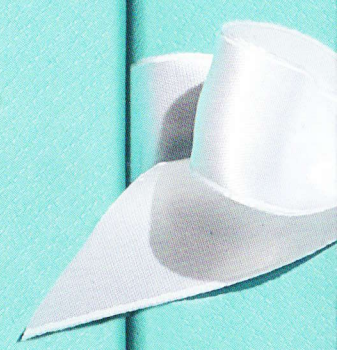
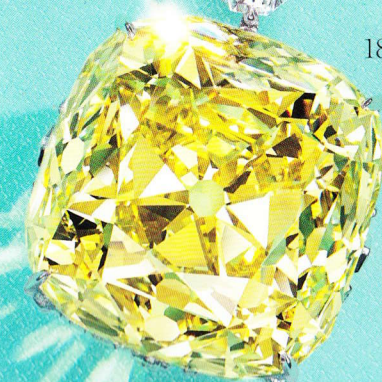
[www.tiffany.cn](http://www.tiffany.cn)



MIX  
From responsible  
sources  
FSC® C002933

Tiffany & Co. views the protection of the environment as both a moral obligation and a business imperative. We proudly state that this catalogue is printed on paper that is Forest Stewardship Council® (FSC®) certified. It contains fiber from forests that are carefully managed, responsibly harvested and adhere to strict environmental and socioeconomic standards.

TIFFANY, TIFFANY & CO., T&CO., the color and word mark  
TIFFANY BLUE, and the design of the T&CO. logo are trademarks of TIFFANY & CO.



# VISION & VIRTUOSITY

AN EXHIBITION CELEBRATING  
180 YEARS OF ARTISTRY AND EXCEPTIONAL  
DIAMONDS AT TIFFANY

September 23 – November 10, 2019  
Shanghai, China

# TIFFANY & Co