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ROMANCING *the* STONE

This year the legendary king of bling, Tiffany & Co., celebrates 175 sparkling years in the biz. Here's the history behind the blue box

1837 Tiffany & Co., a small fancy-goods emporium in New York City, opens its doors and sells patrons everything from horsewhips to sugar plums.



1956 Jewellery designer Jean Schlumberger joins Tiffany & Co., and his creations are worn by legendary style icons Jacqueline Kennedy, Diana Vreeland and Elizabeth Taylor.



1970s Tiffany & Co. teams up with designer Elsa Peretti for the first of many notable collaborations, including ones with Paloma Picasso and Frank Gehry.

2000 The Tiffany & Co. Foundation is established, focusing on responsible sourcing, industry leadership and charitable giving.



1845 The first Blue Book catalogue, a collection of extraordinary jewels, is published.



1878 Tiffany & Co. purchases a large rare yellow diamond, from which it cuts the 128.54-carat Tiffany Diamond, and becomes the destination for luxe jewellery.

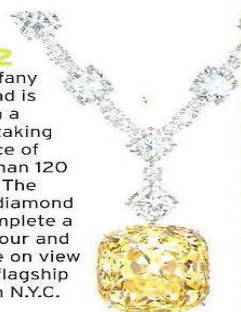
1880 The Tiffany Setting diamond engagement ring is introduced and forever changes the way women say yes.

1961 Tiffany's becomes a household name when Audrey Hepburn describes her fascination in *Breakfast at Tiffany's*.



1972 The Tiffany Diamond was for sale for 24 hours – the price tag, \$5 million (the equivalent of \$25.8 million today).

2012 The Tiffany Diamond is reset in a breathtaking necklace of more than 120 carats. The iconic diamond will complete a world tour and then be on view at the flagship store in N.Y.C.



TEXT, KATE GERTNER; PHOTOS, COURTESY OF TIFFANY & CO.