



WIN A TRIP TO HONG KONG!

TO ENTER SEE PG. 49

ATTITUDE

"THE ONLY THING THAT DOES ANY GOOD is to jump into a cab and go to Tiffany's. Calms me down right away. The quietness and the proud look of it. Nothing very bad can happen to you there."

It's fitting that one style icon, the unforgettable Audrey Hepburn, would speak so eloquently about another style icon, Tiffany & Co. – especially given that it was this role as Holly Golightly in 1961's *Breakfast at Tiffany's* that cemented her as fashion superstar. But after the opening scene of Hepburn standing outside the Fifth Avenue boutique in her little black dress by Givenchy, elbow-length gloves, pearls and sunglasses, the two would forever be linked. It would be one of many Hollywood and high society associations for the famed jeweller with the little blue boxes throughout its history.

As Tiffany & Co. celebrates 175 years bringing bling to people the world over, the above quote, actual dialogue from the film, still rings true. Each individual boutique stands quiet and proud – be it the Toronto flagship store on Bloor Street or inside the Chinook Centre Mall in Calgary, to name but two of the 13 Canadian locations. As for nothing very bad happening, think about it: when was the last time you were unhappy perusing exquisitely lighted display cases of gems and minerals that could be touched, bought and wrapped up in that covetable box of a certain shade? I thought so.

Perhaps the escape from the routine and stress of everyday life is exactly what Charles Lewis Tiffany had in mind for customers when he opened his first store in New York in 1837 (there are now more than 200 stores worldwide). There is something fanciful and fantastic about the brand and its sparklers, and its designs have been worn by a veritable who's who of the times. Society denizens such as Jacqueline Kennedy Onassis and the Vanderbilts as well as celebrity writers and movie stars like F. Scott Fitzgerald and Elizabeth Taylor wore Tiffany jewels. The company has also sought the talent of artists and designers like Paloma Picasso, Elsa Peretti and Canadian architect Frank Gehry to ensure the brand remains modern while maintaining its reputation as the go-to destination for traditional classics. Whatever your taste the company has you in mind.

It's a philosophy that extends beyond the look of a smooth silver cuff or the precise cut of a diamond. Andrea Hopson, vice-president of Tiffany & Co., Canada, is equally proud of the brand's environmental and social awareness. She points to the company's decision to source almost all of its gold from Bingham Canyon, Utah, a copper mine where gold is a by-product.

This means no cyanide leaching as found in traditional gold mining, thereby lessening the effects on the environment. The chairman was also part of a group that stopped the development of a mine in Alaska that would have threatened an important salmon run.

"We recognize that jewelry and beautiful design is dependent on the earth and draws from the earth and we have a tremendous responsibility to treat the natural earth with respect and, to ensure that whenever and wherever possible, we speak for it and ensure a minimal amount of damage is incurred."

And while we all like our fashion and accessories to be sourced responsibly, we still want to have fun. Hopson is quick to share advice on how to use jewelry to enhance our wardrobe – and her first tip: "There are no rules."

"In the 19th century, women would never have conceived of wearing diamonds during the day," Hopson says. "Diamonds have a place now, morning, noon and night. Or a woman can wear great silver pieces to a gala."

Amen to that! This modern approach also extends to items historically associated with the age of the wearer, such as charm bracelets. While often a traditional gift for girls, the 50-year-old believes they are suitable for all ages and speak to

JEWEL TONE

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that person's story like an album of the wearer's life.

"I've been collecting charms, and they represent things from my son, my husband, my dog and things that represent me. I take great pleasure in waiting to identify the next charm that is meaningful. That is the key to a charm bracelet ... when they speak to specific moments and occasions."

To be clear, not only does she promote the idea that no woman should feel she must match everything, Hopson doesn't believe you can be too matchy-matchy either. She adamantly discounts the notion that wearing a coordinated set of earrings, necklace, bracelet and ring is a faux pas.

"If a woman loves her matching suite, then she should wear it with great joy and abandon," she says.

We heartily approve of wearing the items we love with joy and abandon, and no doubt this approach constitutes a large part of Tiffany's longevity and constant cultural relevance. Being immortalized on celluloid doesn't hurt either. Nor does ensuring that the brand is instantly recognizable. There isn't a woman of any age who doesn't instantly know by sight a gift of Tiffany & Co., and her response is most likely one of exuberant anticipation and celebration. It's a behavior that Hopson knows well, "We never tire of hearing about people's physical reaction to the blue box." —Kim Izzo with files from Athena McKenzie



Tiffany & Co.'s Andrea Hopson on the balcony of the Shangri-La Hotel Toronto, wearing her limited-edition Tiffany 1837 interlocking circles necklace of Rubedo metal and silver and an ultra wide Rubedo cuff, both of which were designed to commemorate their 175th anniversary. Opposite: an array of Tiffany designs