

BLUE is the COLOR of DREAMS

TIFFANY BRINGS BEAUTY TO LIFE



Since its earliest days, Tiffany & Co. has taught the world how to dream. When founder Charles Lewis Tiffany returned from abroad with a splendid cache of European crown jewels—the likes of which had never before been seen in 19th-century America—expectations soared to new heights. Over time, this legendary house of luxury cemented its lofty reputation, based on the most luminous diamonds, the finest gemstones, unparalleled craftsmanship and a relentless passion for beauty. Arguably the greatest expression of this is the iconic Blue Book, an annual compilation of the brand's most spectacular pieces that has been leaving dreamers and collectors quite breathless since its first publication in 1845.

Eventually more pragmatic versions were used for practical bookkeeping, but there is no mistaking Tiffany's Blue Book for one of these, even before you crack it open. It is instantly recognizable for the distinctive robin's-egg hue on its cover, officially known to all as Tiffany Blue, but it's what lies within that is truly exceptional. According to Tiffany's executive vice president Jon King, who oversees product design, the unique pieces are painstaking labors of love by designers and jewelers, stonecutters and setters, goldsmiths and polishers. "The Tiffany legacy of excellence continues to shine in Blue Book's jewels," he says, "and I believe that this combination of hand and heritage accounts for the brighter sparkle and richer gleam that runs not only through this collection, but through every Tiffany showcase in the world."



Tiffany's Colors of Wonder collection showcases the rarest diamonds in the world. Each is precisely cut to maximize hue, with perfection of tone and saturation. Rings in white diamond and platinum settings: An emerald-cut fancy deep orange diamond, 3.66 carats; a rectangular modified brilliant fancy blue diamond, 5.02 carats; an emerald-cut fancy intense green diamond, 1.53 carats.

THE TIFFANY BLUE BOOK

It was conceived as a way for Charles Lewis Tiffany to communicate directly with his exclusive clientele and entice them into the store. Among its many claims to fame, it was the first mail-order catalogue distributed in the United States. Early editions showcased those European crown jewels newly arranged in exquisite Tiffany settings, as well as an astonishing array of designs that won gold medals at the great world's fairs of the late 19th and early 20th centuries. The Blue Book was quickly established as essential reading for fashion aficionados and connoisseurs who marveled at the intricate and refined handwork within, including scalloped openwork, chinoiserie and paillonné enameling. Every piece was a tribute to the world's most stunning gemstones: blue sapphires from India, Colombian emeralds, deep pink kunzite, royal tanzanite and priceless diamonds, all of unimpeachable origin. "The settings are all custom made and as captivating as the gems," says King. "Some of them are inspired by jewels in our archives, which reflect previous fashion eras, as well as patterns of nature and diverse cultures."



A pendant lush in size and setting, featuring a rare cushion-cut mint tsavorite of 20.03 carats, framed in diamond-encrusted platinum with crisp tsavorite leaves. Left: Tiffany's celebrated Blue Book of spectacular jewels, designed with the color now famously known as Tiffany Blue, was first published in 1845 and was the first mail-order catalogue to be distributed in the United States.

The finest gemstones of rich, saturated color hand cut and set in Art Deco-style rings with diamonds and platinum. Clockwise from top: Thirteen lustrous sapphires cut with geometric precision; nine brilliantly faceted blue-violet tanzanites; a step-cut octagonal tanzanite with vibrant tsavorites.





Opposite: Tsavorite, an intensely rich green gemstone introduced by Tiffany in 1974, highlights a necklace with 879 round and pear-shaped diamonds, inspired by the sleek silhouettes of Jazz Age fashion; rarest turquoise of a silky smooth texture and even color is carved in pendants of 100.27 carats and 285.16 carats, accented with diamonds; a fancy vivid Tiffany Yellow Diamond, 5.04 carats, centers a ring bordered with spessartites and white diamonds; two pear-shaped diamonds totaling 10.29 carats are set in earrings of dazzling glamour.



ALL THAT JAZZ

Over the decades, the Blue Book's contents have evolved with the times, featuring the platinum age of diamonds in the 1920s or the cocktail jewelry of the '40s and '50s, but they have always remained focused on the company's most lavish and innovative treasures. Today, the annual presentation of Blue Book and its one-of-a-kind creations is looked upon by collectors and jewelry devotees worldwide as the ultimate measure of style and luxury.

Among the approximately 200 dazzling creations in the 2013 edition of the Blue Book are some of the original Tiffany designs created in collaboration with two-time Oscar®-winning production and costume designer, Catherine Martin, for Baz Luhrmann's highly anticipated adaptation of *The Great Gatsby*, a film based on F. Scott Fitzgerald's 1925 literary classic set during the fabled Jazz Age and slated for release this spring. Much of the inspiration for the spectacular diamond headpieces, bracelets, rings and long ropes of pearls came straight from the Tiffany Archives, and they embody the creative energy and unbridled optimism of New York City in the 1920s. It was a moment of grand parties, intimate nightclubs and wild abandon. Much as it is now, Tiffany was the jeweler of record to the tastemakers of that time, and its remarkable gems sparkled against the gossamer gowns worn by the finest ladies. Pieces like an intricate bracelet of baguette and round brilliant diamonds, and an elongated necklace of beautifully matched green tsavorites with round and pear-shaped diamonds, reflect the elegance and sensuous movement that were the essence



of American Deco.

The current collection is a testament to Tiffany's softer take on the assertive geometry and lavish ornamentation of classic Art Deco. In contrast to much of the jewelry of the period—and in keeping with its own legendary style—Tiffany favored the white gleam of pure diamonds over a more typical mix containing sapphires or onyx. When color was desired, the brand relied on the transcendent deep green of emeralds, a stone to which Tiffany had greater access thanks to

the timely opening of the Colombian Emerald Mine, where it had an exclusive deal. "The collection allows us to focus on what we do best," says King, "and that begins and ends with diamonds, including yellow stones, always beautifully matched."

The latest Blue Book also features pieces that trace the evolution of the times, echoing the bold exuberance of the Big Band era and the glamour of the Black & White Ball years. In this compendium of exalted finery, this guide to the best of the best, there is evidence of history yet nothing feels outdated. Prevailing throughout is the eternal brilliance of the world's most beautiful diamonds, found only at Tiffany and proof positive that blue is the color of dreams.



This page: Actress Carey Mulligan in jewelry from *The Great Gatsby* Collection by Tiffany & Co., inspired by Baz Luhrmann's film in collaboration with Catherine Martin. *The Great Gatsby* film in theaters May 10, 2013. ©2013 Warner Bros. Entertainment Inc. All rights reserved. The iconic Tiffany Blue Box®, symbol of a style that is legendary. Rings inspired by Art Deco's geometric patterns, with each stone precisely cut to maximize color. From top: "White tie" design with pink diamonds and white diamond baguettes; round design with pink diamond baguettes and white diamonds; square setting with pink diamond baguettes and white diamonds.

The Blue Book collection available exclusively at Tiffany & Co.