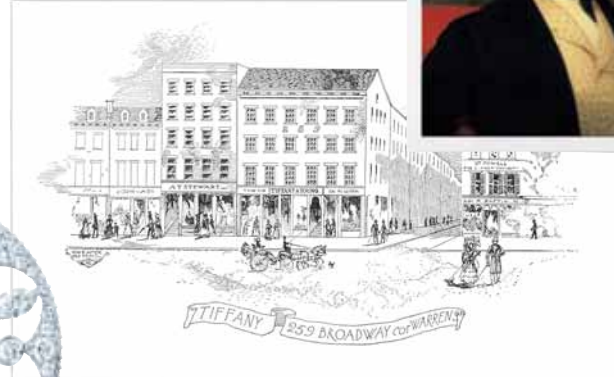




Portrait of founder Charles Lewis Tiffany. Below: Diamond-encrusted brooch in the currant-leaf motif favored by Marie Antoinette and inspired by the French Crown Jewels acquired by Mr. Tiffany in 1887—the purchase that solidified his reputation as the world's premier diamond jeweler.



From left: Charles Lewis Tiffany's legacy of beauty is reflected in the contemporary Tiffany Noble necklace, custom designed to maximize the brilliance of its 18.44-carat center diamond, internally flawless, with round and marquise diamonds; illustration of the original Tiffany store established in New York City in 1837.



From left: Diamond and emerald brooch from the 1887 purchase of the French Crown Jewels; archival illustration of brooches that belonged to the French Empress; sterling silver bicycle custom made in 1894; lavishly chased sterling silver and enamel Magnolia vase (1895); Wade family diamond necklace (c. 1905) of European-cut and old mine-cut diamonds designed in the Garland Style.

The Tiffany® Setting diamond engagement ring available exclusively at Tiffany & Co.



Two of Tiffany's greatest icons: The famous Tiffany® Setting, introduced by Charles Lewis Tiffany in 1886 remains the most popular—and the most brilliant—engagement ring in the world; and the Tiffany Blue Box®, symbol of style and excellence worldwide.



# CHARLES LEWIS TIFFANY *The DREAM MAKER*

Charles Lewis Tiffany dared to dream of a life more beautiful than any that had come before—and then he made that dream come true, building the house of luxury and design that bears his name to this day. He arrived in New York City in 1837, at a time when the city teemed with youthful energy and optimism. Rigid notions of class had begun to give way to a new kind of status, conferred by sophistication and earned with refined sensibilities. It was the perfect moment for a visionary of such legendary proportion to conquer the market, and Tiffany's early offerings included bronze curiosities from ancient India, delicate Chinese porcelains and the latest French accessories. But it was upon his return from Europe, laden down with a splendid cache of the French Crown Jewels, that his luxury goods business was truly launched on the world stage. Tiffany had many of the royal gems reset into exquisite pieces that defined a wholly original aesthetic. From this typically maverick move, the press of the day dubbed him the "King of Diamonds," but such was his ability to beguile that he might equally have been called the "King of Hearts." Ultimately,

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Charles Lewis Tiffany's vision of American luxury was based on a new balance of subtlety and brilliant innovation. Dispatching his gemologist Dr. George Frederick Kunz to the farthest reaches of the earth, Tiffany called for—and was rewarded with—the most gorgeous and colorful stones he had ever seen. He unleashed his gifted designers to fashion revolutionary designs of impossible intricacy and exquisite artistry, urging them to create jewelry that would be worn and not merely displayed. The result was the kind of eternally fashionable pieces destined to be personal signatures, prized talismans and treasured heirlooms handed down through the generations.

During the last quarter of the 19th century, Tiffany became the premier source for the extravagant luxuries that defined the Gilded Age. Fueled by the fortunes of the Industrial Revolution, prominent American families including the Goulds, Astors, Vanderbilts, Havemeyers

and Whitneys, as well as the era's leading artists and politicians, turned to Tiffany for their invitations, silver patterns, solid gold services and dazzling jewels. To meet Victorian American society's demand for fine silver goods, Charles Lewis Tiffany purchased the entire operation of a prominent New York silversmith and went about creating silverware that was on par with the finest English sterling, requiring 92.5% purity, a standard that was ultimately adopted by the United States government.

Tiffany was a man who lived large and populated his grand existence with flamboyant characters like Diamond Jim Brady, who commissioned a sterling silver bicycle for his girlfriend, actress Lillian Russell. His showman's antics fascinated the public and he wooed his customers with the inspired creativity of a devoted suitor. They fell for him completely, seduced by his romantic vision and a starry-eyed idealism that seemed the very essence of the American spirit. Everything Charles Lewis Tiffany did was in service to beauty beyond reason, to love everlasting, to a life well lived. The "King of Diamonds" ascended to the rank of "Dream Maker," commanding the imagination and the desires of a brave new world. Over 175 years later, the world's finest artisans continue to create brilliant reflections of his legacy amid a culture of innovation that he instituted. These are the ultimate jewels of beauty and glamour and the worthy symbols of a founder who achieved his greatest dream.