

HISTORY OF TIFFANY & CO'S JEWELRY HOUSE

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Many people associate the name Tiffany with luxury, sophistication, and elitism. It may seem that the life of the owners of such jewels is an ongoing holiday filled with different emotions and feelings, but behind all this there is a long, not always easy journey of the founders and the work of a large number of talented people.

In 1812 Charles Lewis Tiffany was born in Connecticut, USA. His father was engaged in cotton production, so the family did not experience financial problems [1]. When Charles grows up, his father gets him a job as a clerk in a small shop at a factory, where, at the age of 15, Charles learns the basics of commerce, accounting, and customer service. But the young entrepreneur did not want to follow his father's path, and in 1837 he went with his friend John Young to New York, renounced the family business and opened his own business, borrowing 1,000\$ from his father. It was a small store of prestigious Tiffany & Young stationery. Even then there was a rule: no discounts and promotions. Despite the economic collapse in 1837, sales are growing [2].

In 1841 another partner joined the company and it was renamed Tiffany, Young & Ellis. The range of products is expanding: handbags, vases, porcelain products are appearing. The transformation from a store with all sorts of utensils took place during the years of the revolutions in France. Then Charles Lewis showed himself as a real businessman. He bought the jewels of bankrupt aristocrats for a song, brought them to the USA for which he received the title of King of Diamonds from the press.

In 1845 another innovation from the brand appeared: a catalog for mailing. It was not just a product guide, but a real declaration of taste and style, which allowed Tiffany to gain popularity with wealthy customers. In the days of newspaper ads, it was a huge experiment that turned out to be successful and has survived to this day. Information about new collections is being published there now. This catalog is also

notable for the fact that it began to be published in the famous turquoise color, which later became firmly associated with the brand. Another symbol appeared: the most recognizable jewelry gift box.

In 1851, Tiffany was the first in America to introduce a silver alloy, a breakdown of 925-1000 for its products, which is a type of silver of the highest quality. Products made of this silver are kept in many museums around the world and are the pride of the company.

After some of the partners left, in 1853 the company was renamed again, to the familiar Tiffany & Co. The next step to success occurred during the American Civil War in 1861. Then the brand retrained and began to produce weapons and badges, and the warehouses where diamonds were stored began to be filled with military equipment. This period was also successful because the brand worked closely with the government and raised its reputation [3].

Mistakes also happened, in 1872, during the Great Diamond Rush, Charles and other investors who invested in the search for those diamonds were deceived by two scammers, providing a mine for 450,000\$ in which no diamonds were found and disappeared with the money.

In 1877, a yellow diamond weighing almost 300 carats was discovered in South Africa. Charles bought it out, and George Frederick Kunz was hired to work with the jewel, becoming the company's first gemologist, and Tiffany was the first jewelry house to provide gemological services to its clients. The diamond was given a cushion cut.

After his father's death in 1902, his son Louis Comfort Tiffany took over the post of design director. He was engaged in painting, was keen on art. Most of all, he loved creating furniture and working with glass. Like his father, Louis retired from business and handed over the board to the Moore family in 1907. The company's decline began, there were no businessmen like Charles among the leaders, and the economic depressions and wars of the 20th century did not contribute to development.

1955 – the beginning of the company's revival. Businessman Walter Hoving becomes the director and, seeing how the brand is declining, decides to introduce strict rules. It starts with a grandiose sale, selling tasteless items that defamed Tiffany's image, a ban on the sale of leather, brass, and tin products. He wanted to instill in his clients that forgotten sense of exclusivity from the brand.

Jean Schlumberger, an artist and jeweler, was hired in 1956 to create something unique. He was assigned to work with the famous Tiffany

diamond, which he successfully completed by creating the iconic Ribbon Rosette necklace.

Also, inspired by the nature of Thailand and Bali, he created whimsical decorations in the form of fish, seahorses and exotic flowers. He began to use colored enamel, gold and precious stones again.

The next talented designer in the company was Elsa Peretti. Fancy butterflies were replaced by laconic pendants in the form of bottles and tears. Her work has made silver popular again, and diamond jewelry casual.

Another big name for the brand is Paloma Picasso. In 1979, when she joined the company, she was inspired by street art and the house that reigned on the streets of New York at that time, brought colorful gems back into fashion and brought boldness and originality to jewelry [4].

One of the most desirable jewelry for many girls is an engagement ring. In 1886, Tiffany Setting was presented, and it was not without its original design.

The diamond began to be fixed on the band of the ring so that all its edges were visible, as if rising above the base. It seems ordinary now, but in many ways it's thanks to Tiffany.

Tiffany & Co. is not just a jewelry house; it is a philosophy that teaches people that jewelry can be not only luxury items of the highest quality and impeccable taste, but also signs of devotion and love, enclosed in the form of something refined and beautiful, inspiring future generations to create with its radiance their own stories.

References

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