

Tiffany & Co. Opens a New Boutique in SoHo

The 175-year-old firm's latest New York City location honors its heritage of exquisite craftsmanship

By Tim McKeough • November 30, 2012



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Thanks to Audrey Hepburn, [Tiffany & Co.](#) may forever be synonymous with its Fifth Avenue flagship. The brand's latest Manhattan outpost, however, promises to lure shoppers downtown. Spanning a full SoHo block, the store features interiors conceived by a select roster of artisans, each of whom was allowed to run wild with a palette of precious materials. "We wanted to communicate craftsmanship," says Anthony Robins, who oversees store development for the iconic company. The resulting space is as exquisite as the jewelry and accessories on sale—not to mention perfectly on point for the neighborhood, a former artists' enclave that has evolved into a worldwide retail destination.



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For the fine-jewelry-and-engagement space further inside, decorative painter John Opella inlaid curving lacquer walls with mother-of-pearl magnolias. He also created the private shopping salon's verre églomisé doors, which depict the same floral pattern with 12K-gold stems. The botanical touches, he says, are "riffs and variations" on stained-glass works made by Louis Comfort Tiffany for his own residences. Callidus Guild—an atelier specializing in bespoke finishes—used cascading abstract patches of gold leaf to enliven the walls of the fashion-jewelry area, which is illuminated by a swooping light installation by Marcus Tremonto that nods to the company's signature white ribbon.

Design motifs pulled from Tiffany's history abound. Just inside the main entrance, an eye-catching chandelier by Michele Oka Doner calls to mind the twisting branches of a magnolia tree. The cast-bronze fixture, finished in white gold and measuring five feet in diameter, sprouts glimmering lights in place of blossoms. "They evoke a kind of magic," Oka Doner says of the tiny bulbs, whose glow bounces off amazonite walls reminiscent of the brand's trademark blue.



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In total some 30 artisans contributed to the 7,000-square-foot space, whose opening constituted a particularly elegant homecoming of sorts. Company founder Charles Lewis Tiffany established a store nearby on lower Broadway about 160 years ago. "SoHo is where the brand started," Robins emphasizes. There it shall continue to thrive. At 97 Greene St., New York, NY; [tiffany.com](https://www.tiffany.com)