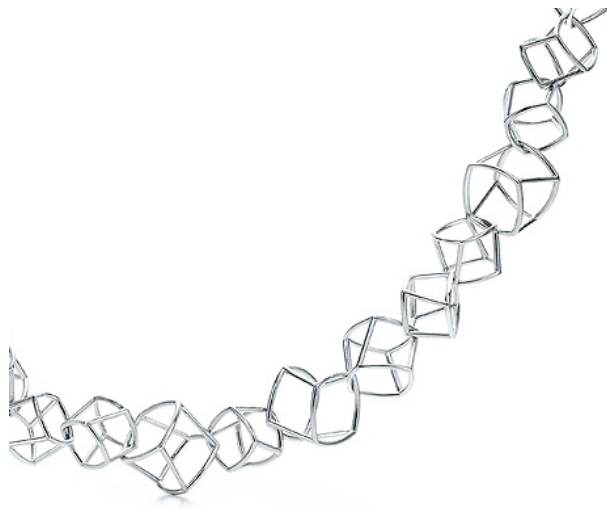


GEHRY JEWELRY

[Tiffany & Co.](#) is unveiling a new line of [jewelry](#) designed by [Frank Gehry](#). And while Gehry has a proven track record for producing compelling, unconventional forms in different idioms (the Guggenheim Museum in Bilbao, the Chiat\Say Building in Venice, Calif), The Gehry Collection for [Tiffany](#) doesn't push the boundaries of [jewelry](#) design. He's working with new materials such as pernambuco wood and cocholong stone, but his familiar curvaceous structures seem flat in the smaller scale. His pendant, "Fish," is reminiscent of [Elsa Peretti's](#) trademark "Teardrop," also for [Tiffany](#). So while the merchandise might be "on brand" for [Tiffany](#), it appears contrary to his history of innovative design. The Gehry Collection is making its debut at select **Tiffany & Co.** stores in the U.S. and Japan, with other Asia and Europe locations launching in the fall.

www.sterlingtiffany.com



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**Tiffany & Co, jewelry, Tiffany, sterlingtiffany.com,
Frank Gehry**

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