

## Tiffany's Shops Renovation

When you already sell some of the world's most exquisite [jewels](#), what do you do to top yourself? If you are [Tiffany & Co.](#), how do you make the customer's buying experience even better?

Several years ago, [Tiffany & Co.](#) closed the second floor of



its New York flagship for a major renovation that has transformed the [silver](#) department into a showcase for the retailer's most

important **diamonds** and [jewels](#). Designed by [Tiffany's](#) in-house architects and the Toronto firm Yabu Pushelberg, the second floor subtly updates the store's Art Deco motifs and adds thoughtful touches, such as two private rooms off the sales floor.

The first step is a five-- year renovation project for the entire store; the new second floor is designed to create a soothing atmosphere in which both well-heeled shoppers and marriage-minded young men can come to browse [Tiffany's](#) best, in comparative quiet.

And now, because of [Tiffany's](#) works, [Tiffany & Co.](#) has been the hottest [sterling silver jewelry](#) manufacture in the world.

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### **Tiffany & Co., diamonds, jewels**

To make the customer's buying experience even better, several years ago, **Tiffany & Co.** closed the second floor of its New York flagship for a major renovation. And it's a showcase for the retailer's most important **diamonds** and **jewels**.