

Style Is to Be Simple - Elsa Peretti Jewelry

Elsa Peretti, the famed **jewelry designer** for **tiffany & Co**, was born in Florence, Italy, the daughter of a well-to-do Roman family, educated at Volbicela School in Rome, with a diploma in interior design. Since 1974, Peretti has been a featured designer for **Tiffany & Co.** with designs such as the **Open Heart pendant** and Diamonds by the Yard.

As a jewelry icon designer for **Tiffany & Co**, Elsa Peretti had her own unique design philosophy. She keeps her materials mostly in the realm of precious metals rather than plated metal, like Morris. Her **Tiffany & Co jewelry** designs are in a minimalist mode. When she joined the company, she told *People* magazine in an interview, "I design for the working girl ... My objective is to design according to one's financial possibilities." At the time, her least costly design for **Tiffany & Co.** cost \$33.

Peretti always uses nature as inspiration for her **Tiffany jewelry** designs, a theme that is clearly shown in her work

with charms. But her most recognizable **Tiffany jewelry** design is the open puffed heart like that simple and classic open heart. This asymmetrically hung charm is fashioned in both **sterling silver** and karated gold. Our site **sterlingtiffany.com** includes many items of her open heart collection.



Tiffany & Co. Elsa Peretti® Open Heart pendant

Elsa Peretti's most celebrated icon. Heart Pendant in **sterling silver**. Size large, on a 30" chain. Original designs copyrighted by Elsa Peretti. ALSO AVAILABLE

Retail Price: \$320.0USD

Our Price: \$45.99 USD

Instant Savings: \$274.01 USD

Two of her other famous designs are Diamonds by the Yard and Pearls by the Yard. Precious metal linked chains are spaced with either small round diamonds set in bezels or pearls that are wire wrapped. Interestingly, the smallest version of her Diamonds by the Yard was priced at \$89 at her **Tiffany** debut in 1974.

Today, her 18K gold necklace is priced at \$425; platinum at \$575. Factoring in inflation and the rising cost of the raw materials, that is not an unreasonable increase.



TIFFANY & CO. Elsa Peretti® Open Heart bracelet

Elsa Peretti's most celebrated icon. **Bracelet** in 18k rose gold and **sterling silver**. Size mini, 7" long. Original designs copyrighted by Elsa Peretti

Retail Price: \$320.0USD

Our Price: \$55.99 USD

Instant Savings: *\$264.01 USD*

Many of **Tiffany's** best-selling items at **sterlingtiffany.com** including the famous open heart charms, '**teardrop necklaces**' and 'thumb' vases in white are our of this master hand. They are all examples of her simple organic aesthetic. She is noted for creating understated and timeless pieces that have become favorites of stars such as Keira Knightley who is often seen wearing her Elsa Peretti Round Pendant.



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Tiffany & Co, Open Heart pendant, Tiffany & Co jewelry, Tiffany jewelry, sterling silver, sterlingtiffany.com

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