**Tiffany’s Concept: Tiffany & Co Event Activation**

**Title:** The New Reign of Glamour

**Tagline:** What Legacy Will You Leave Behind?

**Description:** In light of the birth of Kate and William’s baby George Alexander, this theme taps into the royal atmosphere that everyone is embracing while capturing the essence of Tiffany’s regal Bespoke Collection. As portrayed in the Legacy Gemstone tribute catalogue, the exhibit will illustrate the concept of royal glamour, priceless treasures, and the “King of Diamonds” as founder Charles Lewis Tiffany was hailed after introducing the gemstones to the United States in 1848. From the radiant yellow diamonds of South Africa to the 175-carat morganite necklace tied with a diamond bow, these precious gemstones will be showcased in a royal demure fit for a queen. Just as the royal family has passed down jewelry from generations, the exhibit invites guests to create their own legacy by upholding this tradition.

**Exterior:** Colors in muted tones – mauve, silver, rose, gold, cream.

**Interior:** Lining the far wall is a long wooden table with a high back chair on either end. Displayed on the wall are four frames, each with a photograph of the royal family from Queen Elizabeth II and Princess Diana to William and Kate and baby George. Below each photograph is a Faberge box showcasing a Tiffany’s legacy gemstone and the history behind that royal treasure. Recreating a traditional English tea, this “Legacy Luncheon” invites guests to enjoy refreshments in a royal setting while learning about Tiffany’s Bespoke Collection. Designed as the interior of a Palace Drawing Room, here Tiffany’s ambassadors present gemstones on a velvet cushion or in an ornate jewelry box while potential buyers are served at the Legacy Luncheon table. While learning about the 175th anniversary collection, guests are encouraged to create their own legacy by passing on the perfection of these exceptional gemstones.

**Ambassadors:** Elegant attire, long gloves, silk or satin dresses, chiffon, tulle, jewels, regal. All models will be wearing Tiffany’s jewelry.

**Décor:** Formal, extravagant, lavish, elegant, premier, luxurious, sophisticated, soft, elegant, modern royal. Adding to the royal ambiance are tufted chaise lounge chairs, velvet cushions, crystal chandeliers, silver or gold satin curtains, elaborate floral arrangements.

**Setting:** Contemporary royalty-meets-classical Hollywood. Captures the essence of “Tiffany’s gemstones are passed from one dynasty to the next, beloved by those who stand in awe of their precious beauty.”

**Larger Scale Event -- Dinner, cocktail party or lunch:**

**Possible Event Titles: “A Regal Affair” or “Legacy Luncheon”**

* **Setting:** White linens, fine china, ornate centerpieces, velvet cushions, haute couture furnishings. Crystal chandeliers, satin curtains partitioning off areas. Guests are seated at one long table fit for a palace.
* **Servers:** Black tie
* **Entertainment:** Theater production in genre of Pageant of the Masters. <http://www.youtube.com/watch?v=lON22maCtlg>
* **Clientele:** Top clients are invited to bring family members of their own Tiffany’s legacy.