

# LUXURY ISSUE



- 68    **MEMORIAM**  
The King of Couture Leaves a Dashing Legacy  
By Hadani Ditmars
- 72    **FRANCESCA AMFITHEATROF**  
A Glittering New Era for Tiffany & Co.  
By Laura Goldstein
- 78    **JAN KATH**  
Defined Design  
By Katy Togeretz
- 86    **LUXURY YACHT CHARTERS**  
Where Boats Meet Bliss  
By Seema Dhawan
- 92    **TIMELESS**  
A Luxury Watch Never Goes out of Style  
By Tony Whitman



WORDS BY LAURA GOLDSTEIN

# FRANCESCA AMFITHEATROF

A GLITTERING NEW ERA  
FOR TIFFANY & CO.

IN THE OPENING SCENE OF THE 1961 CLASSIC, *BREAKFAST AT TIFFANY'S*, AN INSECURE HOLLY GOLIGHTLY (AUDREY HEPBURN, PRETENDING TO BE A WEALTHY MANHATTAN SOCIALITE IN ORDER TO NAB A RICH HUSBAND), LOOKS LONGINGLY INTO THE DISPLAY WINDOWS OF TIFFANY & CO., NEW YORK, RESOLUTE THAT ONE DAY, SHE'LL HAVE THE INDEPENDENT MEANS TO SHOP THERE.

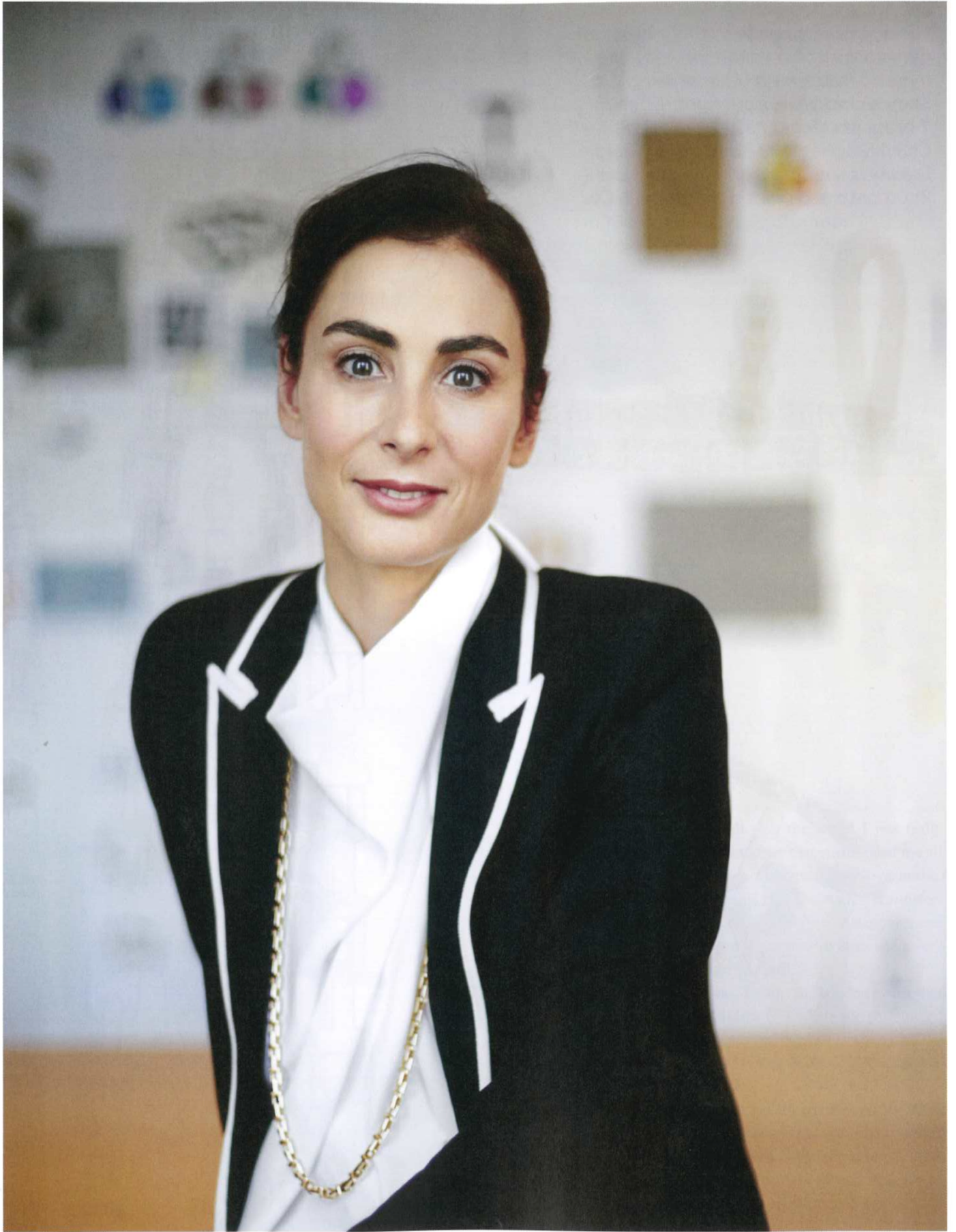
Opposite. Photograph by  
Martin Crook.

Fifty-three years later, it's a new era. Francesca Amfitheatrof, Tiffany & Co.'s first female design director in the company's entire 177 years (who also happens to bear an uncanny resemblance to the late Hepburn) is on a whirlwind global tour to launch her first collection, Tiffany T. And although the rising star's curriculum vitae may read like a film script, her vision of the modern, confident, independent woman — for whom the collection is aimed — could not be more down to earth.

"It's for the cool woman about town who's well informed and has a handle on what's happening, what's now," says Amfitheatrof. "She's clever and smart and is very certain of herself and her sensuality."

With an Italian publicist and an American journalist for parents, Amfitheatrof spent her childhood in Tokyo, Rome, and Moscow and attended boarding school in England. She earned her master's degree in silversmithing at the Royal College of Art in London in 1993, then apprenticed with a master craftsman in Padua, Italy. She was plucked straight out of college to create a collection for the Italian brand Alessi and has since designed jewellery for Fendi, Chanel, and Marni, as well as housewares for Wedgwood Stoke.

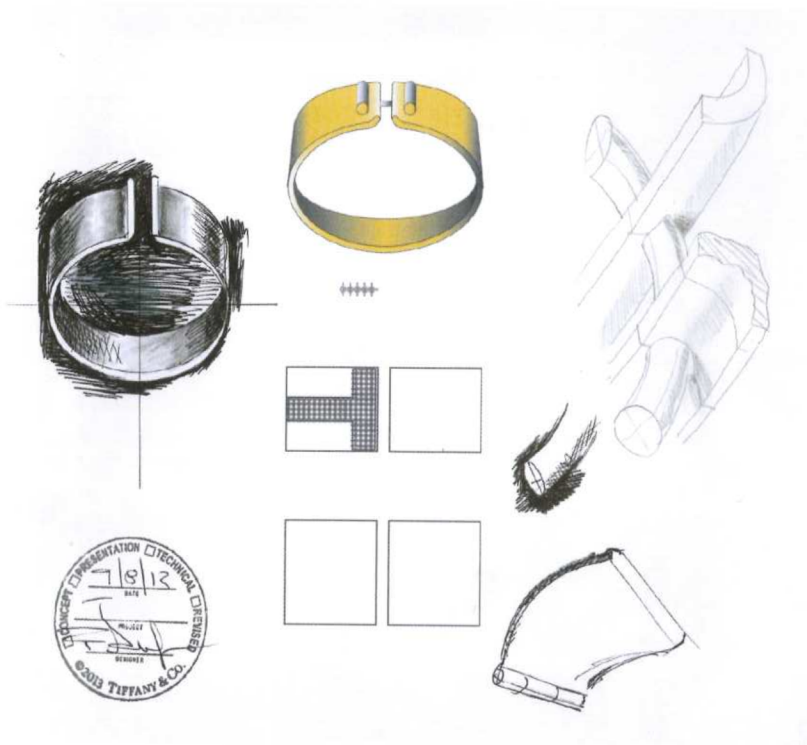




The Tiffany T pieces were designed in a variety of price points, with and without gemstones, to be worn every day and mix and match with other jewelry. Shown clockwise, from right: Tiffany T bracelets; Cut-out Cuff and Large Chain Bracelet in 18 Karat Yellow Gold; Diamond line bracelet in 18k rose gold. Photography provided by Tiffany & Co.







Left. Amfitheatrof began like a structural engineer – exploring the T motif through sketches and creating minimalist, sculptural interpretations for necklaces, wide cuffs, bracelets, earrings, watches and most recently rings. Image provided by Tiffany & Co. Below. Cut-out Ring in Sterling Silver with Black Ceramic and Diamond Ring in 18k White Gold. Photograph Martin Crook.



“Because I grew up all over the world I was really affected by the beauty and art that surrounded me all the time and was able to immerse myself in music, art, film and theater along the way,” reminisces Amfitheatrof. “I particularly love Asian art and ceramics. There’s a real sensitivity to form and a very pared down and clean aesthetic.”

Amfitheatrof was living in London with her husband and two children (it’s where she co-founded RS&A Ltd., an agency representing the work of contemporary artists) — that is, until Tiffany & Co. wooed her to New York.

For the past year, she has hit the ground running. She learned the iconic company’s extensive product lines and then researched and interpreted their legendary collections to create the annual Blue Book, considered the bible of Tiffany’s exquisitely and uniquely designed pieces.



“ WHILE THE T PAYS HOMAGE TO THE TIFFANY NAME, IT ALSO HAS A VERTICALITY AND ANGULARITY THAT I ASSOCIATE WITH THE ENERGY AND INTENSITY OF NEW YORK “  
— FRANCESCA AMFITHEATROF

“Obviously we have Elsa Peretti and Paloma Picasso; we have endless women who have really left a mark on this brand, and that’s been a huge influence on me,” she admits.

“But I wanted to do a collection that could stand for itself: to be visibly Tiffany, be recognizable, but also to be the perfect chain you throw on every day, the perfect bangle that you can throw on with your other jewellery.”

Amfitheatrof says she aims to create “the kind of jewellery that just lives with you. The more you wear it, the more you love it.”

She began like a structural engineer — exploring the “T” motif through sketches and creating minimalist,

sculptural interpretations for necklaces, wide cuffs, bracelets, earrings, and rings. She concentrated on yellow, rose, and white gold — several pieces inlaid with diamonds — as well as sterling silver to create the stunning collection.

And indeed, her colleagues are already praising her work. “The T Collection is incredibly fresh and streamlined,” says Rob Ferguson, Tiffany & Co.’s Group Director Canada West.

“Even our in-store displays for Tiffany T have undergone a transformation with an art gallery-like aesthetic Francesca prefers, using raised plinths to showcase the collection. Like her vision, it’s really starting to gain its own momentum.” ■

Above.  
Photograph by  
Martin Crook.