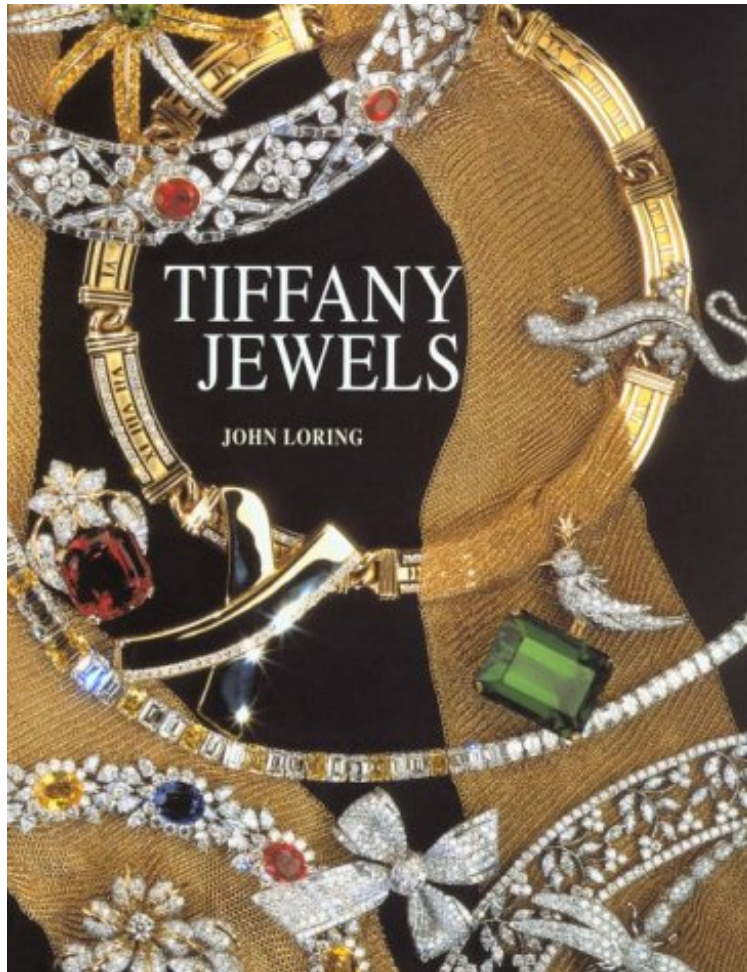


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Written by Tiffany Co's design director of more than 20 years, this book tells of how a small new York fancy goods

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From the PublisherThe only book to relate the entire dazzling story of Tiffany jewels, this resplendent volume is packed with stunning photographs of exquisite jewelry and newly discovered designs. John Loring, Tiffany Co. design director for over 20 years, tells how a small New York "fancy goods" store grew into today's world-renowned source for solitaire diamond engagement rings and fine design. Throughout, he spotlights the spectacular jewels created by Tiffany's extraordinary designers, from Edward C. Moore, Paulding Farnham, and Louis Comfort Tiffany, son of the firm's founder, to 20th-century stars such as Jean Schlumberger, Elsa Peretti, and Paloma Picasso. Filled with new information about America's preeminent purveyor of jewels and luxury goods, Tiffany Jewels lets everyone enjoy many of the finest and most elegant jewels in the world. 350 illustrations, 300 in full color, 81515/16 x 11515/16 "

Publicity: 8-city tour: New York, Miami, Chicago, Dallas, San Francisco, Los Angeles, San Diego, Toronto; featured in national magazines Promotion: Featured on the Tiffany website: www.tiffany.com JOHN LORING, design director of Tiffany Co., writes on art and design and is the author of Abrams' Tiffany's 20th Century and seven other books on Tiffany table settings, style, and entertaining. He lives in New York City.