



The Swatch Group

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Quick facts

- Luxury American multinational jewelry and silverware corporation
- Founded in 1837 (most recognized jewelry brand in the world)
- Initial public offering in 1987 at a price of \$23 per share
- Ticker Symbol: TIF
- 52 week range: 49.72 - 74.20
- Traded on the New York stock exchange currently at \$71.06 per share, up over 20% so far this year
- \$3.8 billion in revenues in 2012

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Doors Open

- Charles Lewis Tiffany and John F. Young open Tiffany & Young, a store dedicated to selling a variety of "fancy goods" including costume jewelry.
- First day sales total is \$4.98.

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1837

1845

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Success

- Store is successful enough to start selling items like:
 - Watches and clocks
 - A variety of ornaments and bronzes
 - Perfumes
 - Numerous other sundries, including horse and dog whips
- First mail-order catalog in the US launched.

CATALOGUE

Cash Wholesale purchasers, we suppose they will be asked higher in Broadway than elsewhere, are to test the truth of their suggestions.

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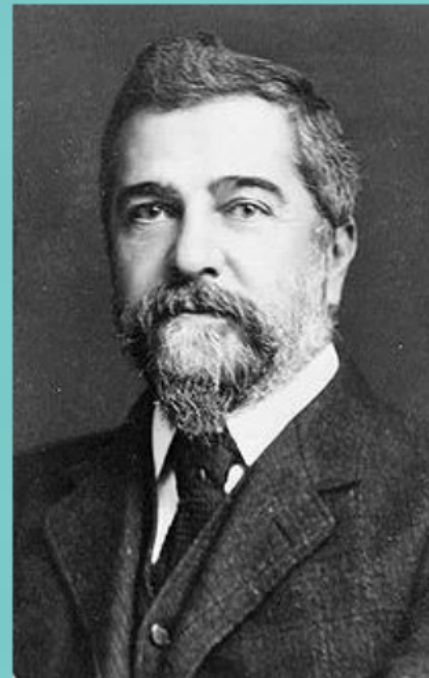
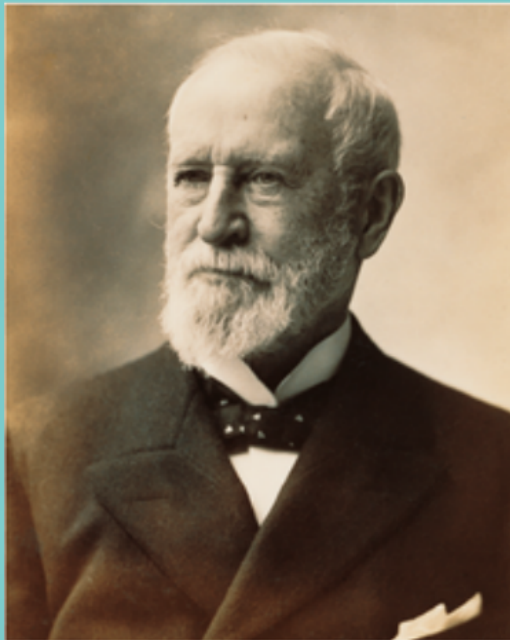
Tiffany & Company

Charles Lewis Tiffany buys out his partner and changes the name to Tiffany & Company.

1853

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Charles Lewis Tiffany dies and son Louis Comfort Tiffany becomes the companies first design director.



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Flagship store opens

Flagship store on 5th Ave is
opened housing the Tiffany
Diamond

1940

1960s

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A more specialized Tiffany's

- Higher quality products.
- Bargain sale to clear out products considered gaudy or vulgar.
- Recruited starts to enforce high quality image.
- 1963- First domestic store outside of NY opens in San Francisco.