

Jewels For the Course and Court

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Tiffany's, the acclaimed jewelry giant, is making carats fit for the course and the court.



From Breakfast at Tiffany's to Sweet Home Alabama, motion pictures have solidified women's desires to fawn over displays full of diamonds. Half of the fun of visiting a jewelry store is browsing, trying on everything and then trying it on again.

Tiffany's recently made the diamond search a bit more accessible to consumers via a new iPhone Application that allows users to peruse engagement ring after engagement ring in hopes of finding "the one." The new app allows prospective shoppers to comb through Tiffany's world-renown diamond inventory, determine ring size and even view actual carat size. One feature ladies will find most useful is the option to "share favorites with friends," which will assist in making sure grooms-to-be have accurate specs for selecting the ideal diamond.



For sports fans who'd rather admire diamonds than wear them, Tiffany's has a new offering with an athletic flair. A new design by Elsa Peretti, called Tee Time, (pictured above) is an exceptional golf gift for lovers of luxury. The piece includes a pavé diamond golf ball adorned with 390 diamonds (for a total of eight carats), situated atop a sterling silver tee. While duffers won't be hurrying to hit this beauty on the course, it will certainly be an ace for any golfer's gem collection. \$30,000.

Further extending its sports arm into other professional sports, Tiffany's recently made a big-name partnership to put their jewels on the court. Tennis fans will notice a bit more gold on one Maria Sharapova at this year's Wimbledon Championships. The tennis starlet will don Tiffany's Diamonds by the Yard collection designed by Elsa Peretti (pictured below) throughout the tournament. Interesting to see if that extra sparkle will translate into a glittering victory at Wimbledon.



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