

*Is there a connection between the Fraternity, Tiffany & Co. and its blue box?* Soon after Tiffany was founded in 1837, 33 years before Kappa was founded, a distinctive shade of blue was chosen to symbolize the company's renowned reputation for quality and craftsmanship. The color was adopted for use on Tiffany & Co. boxes, shopping bags and brochures, as well as in advertising and other promotional materials.

On September 18, 1837, Charles Lewis Tiffany and John B. Young opened a stationery and fancy goods emporium on Broadway in New York City. Tiffany & Young made a splash in the fancy goods world by establishing a non-negotiable price for all items sold in the store. During its first year, Tiffany introduced its now-famous blue box in which all merchandise purchased from the store was wrapped. A distinctive shade of aqua blue was chosen as the company's hallmark color. To this day, Tiffany & Co. boxes and catalogues are made in this color.

Tiffany Blue is protected as a color trademark by Tiffany & Co. in the United States and elsewhere. It is a private custom color produced by Pantone designated as PMS number 1837, the number derived from the year of Tiffany's founding. As a trademarked color, it is not publicly available, nor is it included in Pantone Matching System swatch books.

The store initially sold a wide variety of stationery items, and operated as Tiffany, Young and Ellis in lower Manhattan. The name was shortened to Tiffany & Co. in 1853 when Charles Tiffany took control, and the firm's emphasis on jewelry was established. Tiffany & Co. has since opened stores in major cities all over the world.

Even though there was no Kappa influence on the Tiffany blue color, Kappas may have influenced Tiffany & Co. in its earlier years. Two granddaughters of founder Charles Lewis Tiffany, Louise Comfort Tiffany and Julia de Forest Tiffany, were members of Beta Epsilon Chapter at Barnard College in New York City. Both were initiated as freshmen on April 21, 1906. The May 1907 issue of *The Key* reported that "Julia de Forest Tiffany is spending the spring in Italy and France." According to *The Key* of October 1907, Julia was the fall 1907 tennis champion at Barnard.

In April 1909, the Initiation of the sophomore pledge class was held at the Tiffany sisters' home. By that time, Barnard didn't allow women to rush until they were sophomores. Because of the sophomore pledge rules, this was the chapter's first big Initiation in two years, and the members eagerly anticipated the event..

In 1945, two Kappas made Tiffany history. Marjorie Jacobson (Hart), *Iowa*, and her best friend Marty Garrett (Jackson), *Iowa*, went to New York City to find summer jobs. They weren't hired by Lord & Taylor where three of their Kappa sisters were working for the summer, but "miraculously" they found jobs as pages at Tiffany & Co. They became "the first women ever to work on the sales floor—a diamond-filled day job replete with Tiffany blue shirtwaist dresses from Bonwit Teller's—and the envy of all their friends."

Marjorie Hart's book, *Summer at Tiffany*, tells of the wonderful experiences of their summer in New York: rubbing elbows with the rich and famous, pinching pennies to eat at the Automat, experiencing the nightlife and dancing their weekends away with dashing servicemen. They were dazzled by Judy Garland's honeymoon visit to Tiffany, celebrated VJ Day\* in Times Square and mingled with café society.

*Summer at Tiffany* is perfect summer reading, a great "beach book" you'll enjoy. Have a wonderful summer and be sure to check Tiffany & Co.'s Web site to see the collections of keys they have today!

\*VJ Day, or Victory over Japan Day, marked the surrender of Japan on August 14, 1945, which effectively ended World War II.