



PARTIES

Mikey Madison, Pharrell Celebrate The Big Blue Store

● Celebrities and ambassadors turned out to fete the brand's largest store in Asia.

BY KELLY WETHERILLE

PHOTOGRAPHS BY KOHEY KANNO

In the midst of a sudden downpour and thunderstorm, local and international celebrities braved the elements to join Tiffany & Co. in celebrating the opening of its largest store in Asia. The festivities began at the store on Ginza's main street, Chuo Dori, before moving across the road to an event space at the Ginza Six luxury shopping complex.

Among those attending were actress Mikey Madison and local model Ai Tominaga, both of whom are ambassadors for the brand.

"I'm so lucky that they got me to come and celebrate the store opening," Madison said. "This is also one of my favorite places in the world. I was able to come to Japan for my birthday last year with my brothers, and this time I brought them here as well. And so we get to be here and celebrate Tiffany and wear some beautiful jewelry, so it's wonderful."

On her second trip to Japan in just two years, Madison said that she has been enjoying visiting some of her favorite neighborhoods, such as Harajuku.

"I'm kind of a sucker for anything kawaii [cute], so we've been doing lots of sightseeing around there, eating lots of ramen... It's a little bit difficult in this heat right now, but we've been just walking as much as possible."

Tominaga's relationship with Tiffany is one that also ties in traditional culture, as the brand sponsors a local Noh theater program.

"At this store, you can really see the culture that is shared between Tiffany and Japan," the model said. "It was 53 years ago that Tiffany opened its first store in Japan, and the brand's history dates back more than 100 years. So you can see the exhibition upstairs, and it makes me really proud of Japan to see this kind of heritage."

Across the street at Ginza Six, the crowd sipped on Champagne by Ruinart and cocktails by Sip & Guzzle, an award-winning bar group based in Tokyo. Japanese style paper lanterns in Tiffany blue hung from the ceiling, while the entry passage to the venue was lined in bamboo and neon lights modeled after the brand's iconic bird brooches designed by Jean Schlumberger.

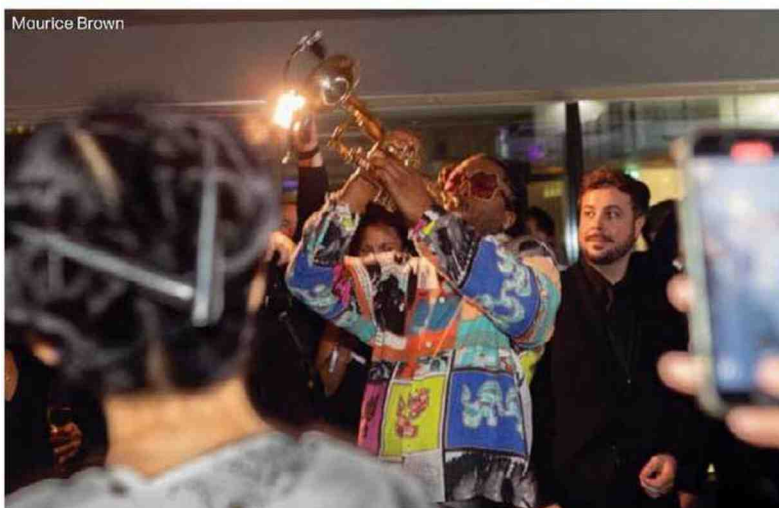
After a short cocktail hour, guests made their way into a larger space with a dance floor, where Anderson .Paak, also known as DJ Pee Wee, spun a mix of lively dance tunes while also rapping and singing live. Later in the night he was joined by trumpeter Maurice Brown, and the two collaborated on a rousing, high-energy performance that was a hit among the revelers.

Tiffany ambassador Pharrell Williams put in a brief appearance at the event, only staying long enough for a few photos before heading back out into the hot and humid night.





Kleuger Oros, Anthony
Lecru, Mikey Madison, Ai
Tominaga, Gavin Hogg and
Shantoro Khassid



Maurice Brown



Anderson.Paak



Mikey Madison
and Ai Tominaga