

Edgar Filing: TIFFANY & CO - Form 8-K

TIFFANY & CO  
Form 8-K  
May 18, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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FORM 8-K  
CURRENT REPORT

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Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 18, 2004

TIFFANY & CO.

(Exact name of Registrant as specified in its charter)

|  |                                       |   |
|--|---------------------------------------|---|
| Delaware<br>(State or other jurisdiction<br>of incorporation)                    | 1-9494<br>(Commission<br>File Number) | 13-3228013<br>(I.R.S. Employer<br>Identification No.) |
| 727 Fifth Avenue, New York, New York<br>(Address of principal executive offices) |                                       | 10022<br>(Zip Code)                                   |

Registrant's telephone number, including area code: (212) 755-8000

Item 5. Other Events.

On May 18, 2004, Tiffany & Co. issued a press release announcing it has appointed Robert L. Cepek as president of a new retail jewelry venture that will debut later this year. The venture will operate under the trade name IRIDESSE and will operate retail jewelry stores focused exclusively on pearls and pearl jewelry.

A copy of the May 18, 2004 press release is attached hereto as Exhibit 99.1 to this Form 8-K and is incorporated by reference herein.

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Item 7. Financial Statements, Pro Forma Financial Information and Exhibits

(c) Exhibits

99.1 Press Release dated May 18, 2004

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

TIFFANY & CO.

BY: /s/ Patrick B. Dorsey

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Patrick B. Dorsey  
Senior Vice President, Secretary and  
General Counsel

Date: May 18, 2004

EXHIBIT INDEX

| Exhibit No. | Description  |
|-------------|--|
| 99.1        | Text of Press Release issued by Tiffany & Co., dated May 18, 2004. |