TIFFANY & CO Form 10-Q September 01, 2011

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 10-O

(Mark	One)
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QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended July 31, 2011 OR

o TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from ______ to _____ Commission file number: 1-9494 TIFFANY & CO.

(Exact name of registrant as specified in its charter)

Delaware

13-3228013

(State of incorporation)

(I.R.S. Employer Identification No.)

727 Fifth Ave. New York, NY

(Address of principal executive offices)

10022

executive offices) (Zip Code)

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

Former name, former address and former fiscal year, if changed since last report

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes b No o Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes b No o

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of large accelerated filer, accelerated filer and smaller reporting company in Rule 12b-2 of the Exchange Act.

Large accelerated filer b Accelerated filer o

Non-accelerated filer o

Smaller reporting company o

(Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act). Yes o No b APPLICABLE ONLY TO CORPORATE ISSUERS: Indicate the number of shares outstanding of each of the issuer s classes of common stock as of the latest practicable date: Common Stock, \$.01 par value, 127,275,827 shares outstanding at the close of business on August 31, 2011.

TIFFANY & CO. AND SUBSIDIARIES INDEX TO FORM 10-Q FOR THE QUARTER ENDED JULY 31, 2011

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PART I. Financial Information

Item 1. Financial Statements

TIFFANY & CO. AND SUBSIDIARIES CONDENSED CONSOLIDATED BALANCE SHEETS (Unaudited)

(in thousands, except per share amounts)

ASSETS	Ju	ly 31, 2011	J	anuary 31, 2011	Ju	ly 31, 2010
Current assets:	ф	522 001	ф	601 501	Φ	566 505
Cash and cash equivalents	\$	532,981	\$	681,591	\$	566,725
Short-term investments		32,210		59,280		47,949
Accounts receivable, less allowances of \$12,400, \$11,783						
and \$12,326		182,001		185,969		156,708
Inventories, net		1,836,874		1,625,302		1,553,117
Deferred income taxes		67,964		41,826		16,114
Prepaid expenses and other current assets		115,474		90,577		76,780
Total current assets		2,767,504		2,684,545		2,417,393
Property, plant and equipment, net		738,172		665,588		661,387
Deferred income taxes		185,020		202,902		188,014
Other assets, net		240,192		182,634		179,767
	\$	3,930,888	\$	3,735,669	\$	3,446,561
LIABILITIES AND STOCKHOLDERS EQUITY Current liabilities:						
Short-term borrowings	\$	97,272	\$	38,891	\$	44,221
Current portion of long-term debt		61,728		60,855		269,960
Accounts payable and accrued liabilities		274,301		258,611		165,757
Income taxes payable		20,687		55,691		16,198
Merchandise and other customer credits		66,764		65,865		60,546
Total current liabilities		520,752		479,913		556,682
Long-term debt		534,673		588,494		467,855
Pension/postretirement benefit obligations		205,298		217,435		189,978
Deferred gains on sale-leasebacks		125,173		124,980		124,932
Other long-term liabilities		193,256		147,372		141,112
Commitments and contingencies						
Stockholders equity: Preferred Stock, \$0.01 par value; authorized 2,000 shares, none issued and outstanding						
		1,281		1,269		1,265

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Common Stock, \$0.01 par value; authorized 240,000 shares,			
issued and outstanding 128,164, 126,969 and 126,488			
Additional paid-in capital	951,552	863,967	813,600
Retained earnings	1,378,054	1,324,804	1,182,840
Accumulated other comprehensive gain (loss), net of tax	20,849	(12,565)	(31,703)
Total stockholders equity	2,351,736	2,177,475	1,966,002
	\$ 3,930,888	\$ 3,735,669	\$ 3,446,561

See notes to condensed consolidated financial statements.

TIFFANY & CO. AND SUBSIDIARIES CONDENSED CONSOLIDATED STATEMENTS OF EARNINGS (Unaudited)

(in thousands, except per share amounts)

	Tł	Three Months Ended July 31, 2011 2010			Six Months Ended July 33 2011 2010			l July 31, 2010
		2011		2010		2011		2010
Net sales	\$	872,712	\$	668,760	\$	1,633,730	\$	1,302,346
Cost of sales		358,015		282,008		675,340		549,616
Gross profit		514,697		386,752		958,390		752,730
Selling, general and administrative expenses		374,157		273,146		681,884		533,707
Earnings from operations		140,540		113,606		276,506		219,023
Interest and other expenses, net		9,619		11,121		19,766		23,259
Earnings from operations before income taxes		130,921		102,485		256,740		195,764
Provision for income taxes		40,878		34,810		85,634		63,664
Net earnings	\$	90,043	\$	67,675	\$	171,106	\$	132,100
Earnings per share:								
Basic	\$	0.70	\$	0.53	\$	1.34	\$	1.04
Diluted	\$	0.69	\$	0.53	\$	1.32	\$	1.03
Waishtad arrange growth or of agreement shows								
Weighted-average number of common shares: Basic		128,030		126,897		127,816		126,798
Diluted See notes to condensed consolidated financial state	mant	129,794		128,385		129,587		128,464
see notes to condensed consolidated financial state	men.	3.						

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TIFFANY & CO. AND SUBSIDIARIES CONDENSED CONSOLIDATED STATEMENTS OF STOCKHOLDERS EQUITY AND COMPREHENSIVE EARNINGS

(Unaudited)

(in thousands)

	Total Stockholders Equity	Retaine Earning	d Con	Oth npreh	ulated er nensive Gain	Commo Shares		mount	Additional Paid-In Capital
Balances, January 31, 2011	\$ 2,177,475	\$ 1,324,8	04 \$	(1	12,565)	126,969	\$	1,269	\$ 863,967
Exercise of stock options and									
vesting of restricted stock units	57.016					1.014		10	56.007
(RSUs) Tax effect of exercise of stock	57,016					1,914		19	56,997
options and vesting of RSUs	14,561								14,561
Share-based compensation expense	15,239								15,239
Issuance of Common Stock under	13,237								15,257
the Employee Profit Sharing and									
Retirement Savings Plan	4,500					64		1	4,499
Purchase and retirement of									
Common Stock	(52,487)	(48,7	-			(783))	(8)	(3,711)
Cash dividends on Common Stock	(69,088)	(69,0	88)						
Deferred hedging loss, net of tax	(4,648)			((4,648)				
Unrealized gain on marketable	2.42				2.42				
securities, net of tax	343				343				
Foreign currency translation adjustments, net of tax	36,021			2	36,021				
Net unrealized gain on benefit	30,021				50,021				
plans, net of tax	1,698				1,698				
Net earnings	171,106	171,1	06		1,000				
	1,1,100	1,1,1							
Balances, July 31, 2011	\$ 2,351,736	\$ 1,378,0	54 \$	2	20,849	128,164	\$	1,281	\$ 951,552
		Th	ree Mon	nths E	Inded		Six	Months	Ended
			July	31,				July 31	l,
		201	.1		2010	2	011		2010
Comprehensive earnings are as follows:	ows:	Φ 04	0.042	ф	(7.675	Φ 1	71.1	0.6	t 122 100
Net earnings	t of torr	\$ 90	0,043	\$	67,675	\$ 1	71,1	.06	\$ 132,100
Other comprehensive gain (loss), ne Deferred hedging (loss) gain	et of tax:	(5,638)		(2,733)	`	(4,6	(10)	2,075
Foreign currency translation adjustn	nents	•	6,325		1,089		36,0	-	(2,171)
Unrealized (loss) gain on marketabl		`	(596)		(447)			43	636
Net unrealized gain on benefit plans			835		474		1,6		1,022
					., .		1,0		1,022
Comprehensive earnings		\$ 90	0,969	\$	66,058	\$ 2	204,5	520	\$ 133,662

See notes to condensed consolidated financial statements.

TIFFANY & CO. AND SUBSIDIARIES CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS (Unaudited)

(in thousands)

	Six Months Ende July 31,			nded
		2011		2010
CASH FLOWS FROM OPERATING ACTIVITIES:				
Net earnings	\$	171,106	\$	132,100
Adjustments to reconcile net earnings to net cash provided by (used in) operating				
activities:		- 4 - 0 6		
Depreciation and amortization		71,596		72,292
Lease exit charge		30,884		(4.00=)
Amortization of gain on sale-leasebacks		(5,412)		(4,927)
Excess tax benefits from share-based payment arrangements		(15,749)		(3,936)
Provision for inventories		14,870		14,184
Deferred income taxes		(2,854)		(19,069)
Provision for pension/postretirement benefits		15,414		13,442
Share-based compensation expense		15,090		12,795
Changes in assets and liabilities:				
Accounts receivable		8,688		5,235
Inventories		(195,739)		(133,495)
Prepaid expenses and other current assets		(21,536)		(7,596)
Accounts payable and accrued liabilities		(21,300)		(53,546)
Income taxes payable		(19,391)		(45,058)
Merchandise and other customer credits		221		(5,821)
Other, net		(1,993)		(36,711)
Net cash provided by (used in) operating activities		43,895		(60,111)
CASH FLOWS FROM INVESTING ACTIVITIES:				
Purchases of marketable securities and short-term investments		(33,771)		(48,461)
Proceeds from sale of marketable securities and short-term investments		66,364		
Capital expenditures		(111,016)		(50,760)
Notes receivable funded		(56,605)		
Other		(1,674)		
Net cash used in investing activities		(136,702)		(99,221)
CASH FLOWS FROM FINANCING ACTIVITIES:				
Proceeds from credit facility borrowings, net		51,174		17,775
Repayment of long-term debt		(58,915)		
Repurchase of Common Stock		(52,487)		(47,138)
Proceeds from exercise of stock options		57,016		31,192
Excess tax benefits from share-based payment arrangements		15,749		3,936
Cash dividends on Common Stock		(69,088)		(57,130)
Purchase of non-controlling interests				(7,000)

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Net cash used in financing activities	(56,551)	(58,365)
Effect of exchange rate changes on cash and cash equivalents	748	(1,280)
Net decrease in cash and cash equivalents Cash and cash equivalents at beginning of year	(148,610) 681,591	(218,977) 785,702
Cash and cash equivalents at end of six months	\$ 532,981	\$ 566,725

See notes to condensed consolidated financial statements.

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TIFFANY & CO. AND SUBSIDIARIES NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS (Unaudited)

1. CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

The accompanying condensed consolidated financial statements include the accounts of Tiffany & Co. (the Company) and its subsidiaries in which a controlling interest is maintained. Controlling interest is determined by majority ownership interest and the absence of substantive third-party participating rights or, in the case of variable interest entities (VIE s), if the Company has the power to significantly direct the activities of a VIE, as well as the obligation to absorb significant losses of or the right to receive significant benefits from the VIE. Intercompany accounts, transactions and profits have been eliminated in consolidation. The interim statements are unaudited and, in the opinion of management, include all adjustments (which represent normal recurring adjustments) necessary to fairly state the Company s financial position as of July 31, 2011 and 2010 and the results of its operations and cash flows for the interim periods presented. The condensed consolidated balance sheet data for January 31, 2011 is derived from the audited financial statements, which are included in the Company s Annual Report on Form 10-K and should be read in connection with these financial statements. As permitted by the rules of the Securities and Exchange Commission, these financial statements do not include all disclosures required by generally accepted accounting principles.

The Company s business is seasonal in nature, with the fourth quarter typically representing at least one-third of annual

The Company s business is seasonal in nature, with the fourth quarter typically representing at least one-third of annual net sales and approximately one-half of annual net earnings. Therefore, the results of its operations for the three and six months ended July 31, 2011 and 2010 are not necessarily indicative of the results of the entire fiscal year.

2. RECEIVABLES AND FINANCE CHARGES

The Company maintains an allowance for doubtful accounts for estimated losses associated with the accounts receivable recorded on the balance sheet. The allowance is determined based on a combination of factors including, but not limited to, the length of time that the receivables are past due, the Company s knowledge of the customer, economic and market conditions and historical write-off experiences.

For the receivables associated with Tiffany & Co. credit cards (Credit Card Receivables), the Company uses various indicators to determine whether to extend credit to customers and the amount of credit. Such indicators include reviewing prior experience with the customer, including sales and collection history, and using applicants—credit reports and scores provided by credit rating agencies. Credit Card Receivables require minimum balance payments. The Company classifies a Credit Card account as overdue if a minimum balance payment has not been received within the allotted timeframe (generally 30 days), after which internal collection efforts commence. For all accounts receivable recorded on the balance sheet, once all internal collection efforts have been exhausted and management has reviewed the account, the account balance is written off and may be sent for external collection or legal action. At July 31, 2011, the carrying amount of the Credit Card Receivables (recorded in accounts receivable, net in the Company s condensed consolidated balance sheet) was \$54,351,000, of which 97% was considered current. The allowance for doubtful accounts for estimated losses associated with the Credit Card Receivables (approximately \$2,000,000 at July 31, 2011) was determined based on the factors discussed above, and did not change significantly from January 31, 2011. Finance charges on Credit Card accounts are not significant.

The Company may, from time to time, extend loans to diamond mining and exploration companies in order to obtain rights to purchase the mine s output. Management evaluates these and any other loans that may arise for potential impairment by reviewing the parties financial statements and projections and other economic factors on a periodic basis. The carrying amount of loans receivable outstanding including accrued interest (primarily included within other assets, net on the Company s condensed consolidated balance sheet) was \$57,396,000 as of July 31, 2011. The Company has not recorded any impairment charges on such loans as of July 31, 2011.

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3. INVENTORIES

(in thousands)	January 31,									
	July 31, 2011		2011	July 31, 2010						
Finished goods	\$ 1,035,615	\$	988,085	\$	978,021					
Raw materials	656,772		534,879		469,804					
Work-in-process	144,487		102,338		105,292					
Inventories, net	\$ 1,836,874	\$	1,625,302	\$	1,553,117					

4. INCOME TAXES

The effective income tax rate for the three months ended July 31, 2011 was 31.2% versus 34.0% in the prior year. The decline is primarily due to the reversal of a valuation allowance against certain deferred tax assets where management has determined it is more likely than not that the deferred tax assets will be realized in the future. The effective income tax rate for the six months ended July 31, 2011 was 33.4% versus 32.5% in the prior year. In the six months ended July 31, 2010, the Company recorded a net income tax benefit of \$3,096,000 primarily due to a change in the tax status of certain subsidiaries associated with the acquisition in 2009 of additional equity interests in diamond sourcing and polishing operations.

During the six months ended July 31, 2011, the change in the gross amount of unrecognized tax benefits and accrued interest and penalties was not significant.

The Company is subject to taxation in the U.S. and various state and foreign jurisdictions. As a matter of course, various taxing authorities regularly audit the Company. The Company s tax filings are currently being examined by tax authorities in jurisdictions where its subsidiaries have a material presence, including New York state tax years 2004-2007, New York City tax years 2006-2008, New Jersey tax years 2006-2009 and by the Internal Revenue Service tax years 2006-2009. Tax years from 2004-present are open to examination in U.S. Federal and various state, local and foreign jurisdictions. The Company believes that its tax positions comply with applicable tax laws and that it has adequately provided for these matters. However, the audits may result in proposed assessments where the ultimate resolution may result in the Company owing additional taxes. Management anticipates that it is reasonably possible that the total gross amount of unrecognized tax benefits will decrease by approximately \$20,000,000 in the next 12 months, a portion of which may affect the effective tax rate; however, management does not currently anticipate a significant affect on net earnings. Future developments may result in a change in this assessment.

5. EARNINGS PER SHARE

Basic earnings per share (EPS) is computed as net earnings divided by the weighted-average number of common shares outstanding for the period. Diluted EPS includes the dilutive effect of the assumed exercise of stock options and unvested restricted stock units.

The following table summarizes the reconciliation of the numerators and denominators for the basic and diluted EPS computations:

(in thousands)	Three Months	s Ended July 31, 2010	Six Months E 2011	Ended July 31, 2010
Net earnings for basic and diluted EPS	\$ 90,043	\$ 67,675	\$ 171,106	\$ 132,100
Weighted-average shares for basic EPS Incremental shares based upon the assumed exercise of stock options and unvested restricted	128,030	126,897	127,816	126,798
stock units	1,764	1,488	1,771	1,666
Weighted-average shares for diluted EPS	129,794	128,385	129,587	128,464

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For the three months ended July 31, 2011 and 2010, there were 351,000 and 487,000 stock options and restricted stock units excluded from the computations of earnings per diluted share due to their antidilutive effect. For the six months ended July 31, 2011 and 2010, there were 332,000 and 459,000 stock options and restricted stock units excluded from the computations of earnings per diluted share due to their antidilutive effect.

6. HEDGING INSTRUMENTS

Background Information

The Company uses derivative financial instruments, including interest rate swap agreements, forward contracts, put option contracts and net-zero-cost collar arrangements (combination of call and put option contracts) to mitigate its exposures to changes in interest rates, foreign currency and precious metal prices. Derivative instruments are recorded on the consolidated balance sheet at their fair values, as either assets or liabilities, with an offset to current or comprehensive earnings, depending on whether the derivative is designated as part of an effective hedge transaction and, if it is, the type of hedge transaction. If a derivative instrument meets certain hedge accounting criteria, the derivative instrument is designated as one of the following on the date the derivative is entered into:

Fair Value Hedge A hedge of the exposure to changes in the fair value of a recognized asset or liability or an unrecognized firm commitment. For fair value hedge transactions, both the effective and ineffective portions of the changes in the fair value of the derivative and changes in the fair value of the item being hedged are recorded in current earnings.

Cash Flow Hedge A hedge of the exposure to variability in the cash flows of a recognized asset, liability or a forecasted transaction. For cash flow hedge transactions, the effective portion of the changes in fair value of derivatives are reported as other comprehensive income (OCI) and are recognized in current earnings in the period or periods during which the hedged transaction affects current earnings. Amounts excluded from the effectiveness calculation and any ineffective portions of the change in fair value of the derivative are recognized in current earnings.

The Company formally documents the nature and relationships between the hedging instruments and hedged items for a derivative to qualify as a hedge at inception and throughout the hedged period. The Company also documents its risk management objectives, strategies for undertaking the various hedge transactions and method of assessing hedge effectiveness. Additionally, for hedges of forecasted transactions, the significant characteristics and expected terms of a forecasted transaction must be specifically identified, and it must be probable that each forecasted transaction will occur. If it were deemed probable that the forecasted transaction would not occur, the gain or loss on the derivative financial instrument would be recognized in current earnings. Derivative financial instruments qualifying for hedge accounting must maintain a specified level of effectiveness between the hedge instrument and the item being hedged, both at inception and throughout the hedged period.

The Company does not use derivative financial instruments for trading or speculative purposes.

Types of Derivative Instruments

Interest Rate Swap Agreements The Company entered into interest rate swap agreements to convert its fixed rate 2002 Series D and 2008 Series A obligations to floating rate obligations. Since the fair value of the Company s fixed rate long-term debt is sensitive to interest rate changes, the interest rate swap agreements serve as a hedge to changes in the fair value of these debt instruments. The Company hedges its exposure to changes in interest rates over the remaining maturities of the debt agreements being hedged. The Company accounts for the interest rate swaps as fair value hedges. As of July 31, 2011, the notional amount of interest rate swap agreements outstanding was \$160,000,000.

<u>Foreign Exchange Forward and Put Option Contracts</u> The Company uses foreign exchange forward contracts or put option contracts to offset the foreign currency exchange risks associated with foreign currency-denominated liabilities, intercompany transactions and forecasted purchases of merchandise between entities with differing functional currencies. For put option contracts, if the market exchange rate at

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the time of the put option contract s expiration is stronger than the contracted exchange rate, the Company allows the put option contract to expire, limiting its loss to the cost of the put option contract. The Company assesses hedge effectiveness based on the total changes in the put option contracts—cash flows. These foreign exchange forward contracts and put option contracts are designated and accounted for as either cash flow hedges or economic hedges that are not designated as hedging instruments.

In 2010, the Company de-designated all of its outstanding put option contracts (notional amount of \$10,000,000 outstanding at July 31, 2011) and entered into offsetting call option contracts. These put and call option contracts are accounted for as undesignated hedges. Any gains or losses on these de-designated put option contracts are substantially offset by losses or gains on the call option contracts.

As of July 31, 2011, the notional amount of foreign exchange forward contracts accounted for as cash flow hedges was \$167,900,000 and the notional amount of foreign exchange forward contracts accounted for as undesignated hedges was \$21,596,000. The term of all outstanding foreign exchange forward contracts as of July 31, 2011 ranged from less than one month to 15 months.

Precious Metal Collars & Forward Contracts The Company periodically hedges a portion of its forecasted purchases of precious metals for use in its internal manufacturing operations in order to minimize the effect of volatility in precious metal prices. The Company may use a combination of call and put option contracts in net-zero-cost collar arrangements (precious metal collars) or forward contracts. For precious metal collars, if the price of the precious metal at the time of the expiration of the precious metal collar is within the call and put price, the precious metal collar expires at no cost to the Company. The Company accounts for its precious metal collars and forward contracts as cash flow hedges. The Company assesses hedge effectiveness based on the total changes in the precious metal collars and forward contracts—cash flows. The maximum term over which the Company is hedging its exposure to the variability of future cash flows for all forecasted transactions is 12 months. As of July 31, 2011, there were approximately 14,600 ounces of platinum and 535,300 ounces of silver precious metal derivative instruments outstanding.

Information on the location and amounts of derivative gains and losses in the condensed consolidated financial statements is as follows:

	Three Months Ended July 31,								
	2011				2010				
	Pre-Tax			Pre	e-Tax				
	Gain Pre-Tax Lo			ax Loss	(Pre-7	Γax Loss		
	Recognized			Recognized Recognized			Recognized		
	in			in		in	in		
	Ear	nings	Earnings						
		on	Earn	ings on	on		Earnings on		
(in thousands)	Deri	vatives	Hedged Item		Derivatives		Hedged Item		
Derivatives in Fair Value Hedging									
Relationships:									
Interest rate swap agreements ^a	\$	1,775	\$	(1,486)	\$	4,441	\$	(3,899)	

	Six Months Ended July 31,									
	2	011	2	010						
	Pre-Tax		Pre-Tax							
	Gain			Pre-Tax Loss						
	Recognized	Recognized	Recognized	Recognized						
	in	in	in	in						
	Earnings		Earnings							
	on	Earnings on	on	Earnings on						
(in thousands)	Derivatives	Hedged Item	Derivatives	Hedged Item						

Derivatives in Fair Value Hedging

Relationships:

Interest rate swap agreements ^a \$ 1,750 \$ (1,492) \$ 4,906 \$ (4,297)

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	Three Months Ended July 31,									
			201				2010			
				Aı	nount of					
				(Loss)				(Loss)		
				Gain				Gain		
	Reclassified							Reclassified		
	P	re-Tax		from	F	re-Tax		from		
		Loss		Accumulated		Loss	Acc	cumulated		
	Re	cognized		OCI into	Re	cognized	C	CI into		
	i	n OCI		Earnings	j	in OCI	E	arnings		
	(E	ffective		(Effective	(E	Effective	(E	Effective		
(in thousands)	P	ortion)		Portion)	F	Portion)	F	Portion)		
Derivatives in Cash Flow Hedging										
Relationships:										
Foreign exchange forward contracts b	\$	(8,959)	\$	(1,156)	\$	(1,968)	\$	(37)		
Put option contracts ^b		(51)		(701)		(1,769)		(692)		
Precious metal collars ^b				213		(1)		(466)		
Precious metal forward contracts ^b		(518)		910		(1,435)		322		
	\$	(9,528)	\$	(734)	\$	(5,173)	\$	(873)		
				Six Months E	nded	•				
			201				2010			
				Amount of				nount of		
	_	_		(Loss)	_	_		(Loss)		
		re-Tax		Gain		re-Tax	_	Gain		
		(Loss) Gain		Reclassified from		(Loss) Gain	Red	classified from		
		cognized		Accumulated		cognized	Acc	cumulated		
		n OCI		OCI into		n OCI		CI into		
		ffective		Earnings		Effective		arnings		
	`			(Effective	`			Effective		
(in thousands)	P	ortion)		Portion)	P	ortion)	,	ortion)		
Derivatives in Cash Flow Hedging		,		,		,				
Relationships:										
Foreign exchange forward contracts b	\$	(10,158)	\$	(2,053)	\$	643	\$	(266)		
Put option contracts ^b		(61)		(1,339)		(1,416)		(1,507)		
Precious metal collars ^b				607		276		(1,178)		
Precious metal forward contracts ^b		2,073		1,815		1,370		460		

Pre-Tax Gain (Loss) Recognized in Earnings on Derivative

873

\$

(2,491)

(970)

\$

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(8,146)

\$

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(in thousands)	En	Months ded 1, 2011	Three Months Ended July 31, 2010		
Derivatives Not Designated as Hedging Instruments:					
Foreign exchange forward contracts ^a	\$	94c	\$	$(99)^{c}$	
Call option contracts ^b		25		82	
Put option contracts ^b		(25)		(82)	
	\$	94	\$	(99)	

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	Pre-Tax Gain (Loss) Recognized in							
		Earr	nings					
		on De	rivative					
	Six l	Months	Six	Months				
	E	nded	Ended					
(in thousands)	July 31, 2011		July 31, 2010					
Derivatives Not Designated as Hedging Instruments:								
Foreign exchange forward contracts ^a	\$	541c	\$	$(614)^{c}$				
Call option contracts ^b		92		148				
Put option contracts ^b		(92)		(148)				
	\$	541	\$	(614)				

- ^a The gain or loss recognized in earnings is included within Interest and other expenses, net on the Company s Condensed Consolidated Statement of Earnings.
- The gain or loss recognized in earnings is included within Cost of sales on the Company s Condensed Consolidated Statement of Earnings.
- Gains or losses on the undesignated foreign exchange forward contracts substantially offset foreign exchange losses or gains on the liabilities and transactions being hedged.

There was no material ineffectiveness related to the Company s hedging instruments for the periods ended July 31, 2011 and 2010. The Company expects approximately \$6,134,000 of net pre-tax derivative losses included in accumulated other comprehensive income at July 31, 2011 will be reclassified into earnings within the next 12 months. This amount will vary due to fluctuations in foreign currency exchange rates and precious metal prices. For information regarding the location and amount of the derivative instruments in the Condensed Consolidated Balance Sheet, refer to Note 7. Fair Value of Financial Instruments.

Concentration of Credit Risk

A number of major international financial institutions are counterparties to the Company s derivative financial instruments. The Company enters into derivative financial instrument agreements only with counterparties meeting certain credit standards (a credit rating of A/A2 or better at the time of the agreement) and limits the amount of agreements or contracts it enters into with any one party. The Company may be exposed to credit losses in the event of non-performance by individual counterparties or the entire group of counterparties.

7. FAIR VALUE OF FINANCIAL INSTRUMENTS

Fair value is defined as the exchange price that would be received for an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants on the measurement date. U.S. GAAP establishes a fair value hierarchy which requires an entity to maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value. U.S. GAAP prescribes three levels of inputs that may be used to measure fair value:

Level 1 Quoted prices in active markets for identical assets or liabilities. Level 1 inputs are considered to carry the most weight within the fair value hierarchy due to the low levels of judgment required in determining fair values.

Level 2 Observable market-based inputs or unobservable inputs that are corroborated by market data.

Level 3 Unobservable inputs reflecting the reporting entity s own assumptions. Level 3 inputs are considered to carry the least weight within the fair value hierarchy due to substantial levels of judgment required in determining fair values.

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The Company uses the market approach to measure fair value for its mutual funds, time deposits and derivative instruments. The Company s interest rate swap agreements are primarily valued using the 3-month LIBOR rate. The Company s put and call option contracts, as well as its foreign exchange forward contracts, are primarily valued using the appropriate foreign exchange spot rates. The Company s precious metal collars and forward contracts are primarily valued using the relevant precious metal spot rate. For further information on the Company s hedging instruments and program, see Note 6. Hedging Instruments.

Financial assets and liabilities carried at fair value at July 31, 2011 are classified in the tables below in one of the three categories described above:

(in thousands) Mutual funds ^a Time deposits ^b	Value 39,564 32,210	, I \$	Es Level 1 39,564 32,210	ed Fair Vali evel 2	Level 3	\$	otal Fair Value 39,564 32,210
Derivatives designated as hedging instruments:							
Interest rate swap agreements ^a Precious metal forward contracts ^c	7,905 2,322			7,905 2,322			7,905 2,322
Derivatives not designated as hedging instruments:							
Foreign exchange forward contracts ^c	75			75			75
Total financial assets	\$ 82,076	\$	71,774	\$ 10,302	\$	\$	82,076
(in thousands)	Carrying Value	Ι	Es Level 1	ed Fair Val evel 2	ue Level 3	Т	otal Fair Value
Derivatives designated as hedging instruments:							
Foreign exchange forward contracts ^d Precious metal forward contracts ^d	\$ 8,258 146	\$		\$ 8,258 146	\$	\$	8,258 146
Derivatives not designated as hedging instruments: Foreign exchange forward contracts ^d	34			34			34
Total financial liabilities	\$ 8,438	\$		\$ 8,438	\$	\$	8,438

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Financial assets and liabilities carried at fair value at July 31, 2010 are classified in the tables below in one of the three categories described above:

(in thousands) Mutual funds ^a Time deposits ^b	Carrying Value 41,318 47,949	, I \$	Es Level 1 41,318 47,949	d Fair Valu evel 2	Level 3	T (otal Fair Value 41,318 47,949
Derivatives designated as hedging instruments:							
Interest rate swap agreements ^a Put option contracts ^c Precious metal forward contracts ^c Precious metal collars ^c	6,901 856 1,220 151			6,901 856 1,220 151			6,901 856 1,220 151
Derivatives not designated as hedging instruments:							
Foreign exchange forward contracts ^c	184			184			184
Total financial assets	\$ 98,579	\$	89,267	\$ 9,312	\$	\$	98,579
(in thousands) Derivatives not designated as hedging instruments: Foreign exchange forward contracts d	\$ Carrying Value 452	I \$	Es Level 1	d Fair Valuevel 2 452	Level 3	T:	otal Fair Value 452
Total financial liabilities	\$ 452	\$		\$ 452	\$	\$	452

^a Included within Other assets, net on the Company s Condensed Consolidated Balance Sheet.

The fair value of cash and cash equivalents, accounts receivable, accounts payable and accrued liabilities approximates carrying value due to the short-term maturities of these assets and liabilities. The fair value of debt with variable interest rates approximates carrying value. The fair value of debt with fixed interest rates was determined using the quoted market prices of debt instruments with similar terms and maturities. The total carrying value of short-term borrowings and long-term debt was \$693,673,000 and \$782,036,000 and the corresponding fair value was

b Included within Short-term investments on the Company s Condensed Consolidated Balance Sheet.

^c Included within Prepaid expenses and other current assets on the Company s Condensed Consolidated Balance Sheet.

Included within Accounts payable and accrued liabilities on the Company s Condensed Consolidated Balance Sheet.

approximately \$850,000,000 and \$850,000,000 at July 31, 2011 and 2010.

8. DEBT

In May 2011, the Company entered into a \(\frac{\pmathbf{4}}{4},000,000,000\) (\(\frac{\pmathbf{4}}{9},240,000\) at issuance) one-year uncommitted credit facility. Borrowings may be made on one-, three- or 12-month terms bearing interest at the LIBOR rate plus 0.25%, subject to bank approval. As of July 31, 2011, the Company had borrowed the full amount under the facility.

9. COMMITMENTS AND CONTINGENCIES

In March 2011, Laurelton Diamonds, Inc., a direct, wholly-owned subsidiary of the Company (Laurelton), as lender, entered into a \$50,000,000 amortizing term loan facility agreement (the Loan) with Koidu

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Holdings S.A. (Koidu), as borrower, and BSG Resources Limited, as a limited guarantor. Koidu operates a kimberlite diamond mine in Sierra Leone (the Mine) from which Laurelton now acquires diamonds. Koidu is required under the terms of the Loan to apply the proceeds of the Loan to capital expenditures necessary to expand the Mine, among other purposes. The Loan is required to be repaid in full by March 2017 through semi-annual payments scheduled to begin in March 2013. Interest accrues at a rate per annum that is the greater of (i) LIBOR plus 3.5% or (ii) 4%. In consideration of the Loan, Laurelton was granted the right to purchase at fair market value diamonds recovered from the Mine that meet Laurelton s quality standards. The Loan may be drawn in multiple installments subject to certain contingencies; as of July 31, 2011, the Loan was fully funded. The assets of Koidu, including all equipment and rights in respect of the Mine, are subject to the security interest of a lender that is not affiliated with the Company. The Loan will be partially secured by diamonds that have been extracted from the Mine and that have not been sold to third parties. The Company has evaluated the variable interest entity consolidation requirements with respect to this transaction and has determined that it is not the primary beneficiary, as it does not have the power to direct any of the activities that most significantly impact Koidu s economic performance.

In April 2010, Tiffany and Company, the Company s principal operating subsidiary (Tiffany) committed to a plan to consolidate and relocate its New York headquarters staff to a single location in New York City from three separate locations leased in midtown Manhattan. The move occurred in June 2011. Tiffany intends to sublease its existing properties through the end of their lease terms which run through 2015, but expects to recover only a portion of its rent obligations due to current market conditions. Accordingly, Tiffany recorded expenses of \$34,497,000 and \$42,719,000 during the three months and six months ended July 31, 2011 primarily within selling, general and administrative (SG&A) expenses in the consolidated statement of earnings, of which \$30,884,000 is related to the fair value of the remaining non-cancelable lease obligations reduced by the estimated sublease rental income. The remaining expense is due to the acceleration of the useful lives of certain property and equipment, incremental rent expense during the transition period and lease termination payments. The expenses recorded during the three and six months ended July 31, 2010 were \$3,945,000 and \$4,805,000 and were primarily included within SG&A expenses.

10. STOCKHOLDERS EQUITY

Accumulated Other Comprehensive Gain (Loss)

(in thousands)	July 31, 2011		January 31, 2011		J	uly 31, 2010
		2011		2011		2010
Accumulated other comprehensive gain (loss), net of tax:	ф	77.426	ф	41 415	Ф	14241
Foreign currency translation adjustments	\$	77,436	\$	41,415	\$	14,341
Deferred hedging loss		(5,840)		(1,192)		(532)
Unrealized gain (loss) on marketable securities		485		142		(1,263)
Net unrealized loss on benefit plans		(51,232)		(52,930)		(44,249)
·						
	\$	20,849	\$	(12,565)	\$	(31,703)

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11. EMPLOYEE BENEFIT PLANS

The Company maintains several pension and retirement plans, and also provides certain health-care and life insurance benefits.

Net periodic pension and other postretirement benefit expense included the following components:

Three Months Ended July 31,

						Otl	her	
	Pension Benefits					Postretirement Benef		
(in thousands)		2011		2010		2011	2	2010
Net Periodic Benefit Cost:								
Service cost	\$	3,592	\$	3,274	\$	504	\$	347
Interest cost		6,274		5,998		753		696
Expected return on plan assets		(4,849)		(4,455)				
Amortization of prior service cost		267		269		(165)		(165)
Amortization of net loss		1,404		760		3		
Net expense	\$	6,688	\$	5,846	\$	1,095	\$	878

Six Months Ended July 31,

					Other				
	Pension Benefits					Postretirement Benefits			
(in thousands)	2011		2010		2011			2010	
Net Periodic Benefit Cost:									
Service cost	\$	7,182	\$	6,543	\$	1,007	\$	694	
Interest cost		12,481		11,995		1,505		1,392	
Expected return on plan assets		(9,697)		(8,910)					
Amortization of prior service cost		533		538		(330)		(330)	
Amortization of net loss		2,727		1,520		6			
Net expense	\$	13,226	\$	11,686	\$	2,188	\$	1,756	

12. SEGMENT INFORMATION

The Company s reportable segments are as follows:

Americas includes sales in TIFFANY & CO. stores in the United States, Canada and Latin/South America, as well as sales of TIFFANY & CO. products in certain markets through business-to-business, Internet, catalog and wholesale operations;

Asia-Pacific includes sales in TIFFANY & CO. stores, as well as sales of TIFFANY & CO. products in certain markets through Internet and wholesale operations;

Japan includes sales in TIFFANY & CO. stores, as well as sales of TIFFANY & CO. products through business-to-business, Internet and wholesale operations;

Europe includes sales in TIFFANY & CO. stores, as well as sales of TIFFANY & CO. products in certain markets through Internet and wholesale operations; and

Other consists of all non-reportable segments. Other consists primarily of wholesale sales of TIFFANY & CO. merchandise to independent distributors for resale in certain emerging markets (such as the

Middle East and Russia) and wholesale sales of diamonds obtained through bulk purchases that were subsequently deemed not suitable for the Company s needs. In addition, Other includes earnings received from third-party licensing agreements.

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Certain information relating to the Company s segments is set forth below:

	Three Months Ended July 31,				Six Months Ended July 31,			
(in thousands)		2011		2010		2011		2010
Net sales:								
Americas	\$	438,223	\$	350,433	\$	812,875	\$	665,691
Asia-Pacific		173,241		111,490		340,488		233,826
Japan		142,502		118,031		265,860		233,080
Europe		101,349		76,893		186,975		145,521
Total reportable segments		855,315		656,847		1,606,198		1,278,118
Other		17,397		11,913		27,532		24,228
	\$	872,712	\$	668,760	\$	1,633,730	\$	1,302,346
Earnings (losses) from operations*:								
Americas	\$	94,683	\$	68,970	\$	169,096	\$	123,892
Asia-Pacific		46,706		24,366		95,340		56,540
Japan		41,116		31,228		72,807		62,224
Europe		24,182		16,841		43,950		31,469
Total reportable segments		206,687		141,405		381,193		274,125
Other		1,434		862		1,612		1,110
	\$	208,121	\$	142,267	\$	382,805	\$	275,235

^{*} Represents earnings from operations before unallocated corporate expenses, interest and other expenses, net and other expense.

The following table sets forth a reconciliation of the segments earnings from operations to the Company s consolidated earnings from operations before income taxes:

	Th	ree Months	Ende	Six Months Ended July 31				
(in thousands)		2011		2010		2011		2010
Earnings from operations for segments	\$	208,121	\$	142,267	\$	382,805	\$	275,235
Unallocated corporate expenses		(33,084)		(24,716)		(63,580)		(51,407)
Interest and other expenses, net		(9,619)		(11,121)		(19,766)		(23,259)
Other expense		(34,497)		(3,945)		(42,719)		(4,805)
Earnings from operations before income taxes	\$	130,921	\$	102,485	\$	256,740	\$	195,764

Unallocated corporate expenses include costs related to administrative support functions which the Company does not allocate to its segments. Such unallocated costs include those for centralized information technology, finance, legal and human resources departments.

Other expense in the three and six months ended July 31, 2011 and 2010 represents charges associated with Tiffany s consolidation and relocation of its New York headquarters staff to a single location. See Note 9. Commitments and Contingencies.

13. SUBSEQUENT EVENT

On August 18, 2011, the Company s Board of Directors declared a quarterly dividend of \$0.29 per share of Common Stock. This dividend will be paid on October 11, 2011 to stockholders of record on September 20, 2011.

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PART I. Financial Information

Item 2. Management s Discussion and Analysis of Financial Condition and Results of Operations OVERVIEW

Tiffany & Co. (the Company) is a holding company that operates through its subsidiary companies. The Company s principal subsidiary, Tiffany and Company (Tiffany), is a jeweler and specialty retailer whose principal merchandise offering is fine jewelry. The Company also sells timepieces, sterling silverware, china, crystal, stationery, fragrances and accessories. Through Tiffany and Company and other subsidiaries, the Company is engaged in product design, manufacturing and retailing activities.

The Company s reportable segments are as follows:

Americas includes sales in TIFFANY & CO. stores in the United States, Canada and Latin/South America, as well as sales of TIFFANY & CO. products in certain markets through business-to-business, Internet, catalog and wholesale operations;

Asia-Pacific includes sales in TIFFANY & CO. stores, as well as sales of TIFFANY & CO. products in certain markets through Internet and wholesale operations;

Japan includes sales in TIFFANY & CO. stores, as well as sales of TIFFANY & CO. products through business-to-business, Internet and wholesale operations;

Europe includes sales in TIFFANY & CO. stores, as well as sales of TIFFANY & CO. products in certain markets through Internet and wholesale operations; and

Other consists of all non-reportable segments. Other consists primarily of wholesale sales of TIFFANY & CO. merchandise to independent distributors for resale in certain emerging markets (such as the Middle East and Russia) and wholesale sales of diamonds obtained through bulk purchases that were subsequently deemed not suitable for the Company s needs. In addition, Other includes earnings received from third-party licensing agreements.

All references to years relate to fiscal years ended or ending on January 31 of the following calendar year.

HIGHLIGHTS

Worldwide net sales increased 30% in the three months (second quarter) and 25% in the six months (first half) ended July 31, 2011. Sales in all reportable segments increased in both periods.

On a constant-exchange-rate basis (see Non-GAAP Measures below), worldwide net sales increased 24% in the second quarter and 20% in the first half and comparable store sales increased 22% in the second quarter and 18% in the first half.

The Company added a net of three TIFFANY & CO. stores (two in the Americas, two in Europe and a net reduction of one in Japan) in the first half. Management scurrent worldwide objective is to open 16 stores (net) in 2011.

Operating margin decreased 0.9 percentage point in the second quarter and increased 0.1 percentage point in the first half. Gross margin in both periods increased over the prior year. However, the Company recorded charges (primarily within selling, general and administrative expenses) of \$34,497,000 and \$42,719,000 during the second quarter and first half of 2011 and \$3,945,000 and \$4,805,000 during the same periods in the prior year associated with Tiffany s consolidation and relocation of its New York headquarters staff to a single location (see Item 1. Notes to Condensed Consolidated Financial Statements Note 9. Commitments and Contingencies). Excluding those charges, operating margin increased 2.5 percentage points in the second quarter and 2.3 percentage points in the first half.

Net earnings increased 33% to \$90,043,000, or \$0.69 per diluted share, in the second quarter and 30% to \$171,106,000, or \$1.32 per diluted share, in the first half.

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Consistent with the Company s strategy to maintain substantial control over product supply through direct diamond sourcing, in March 2011 a subsidiary of the Company entered into a \$50,000,000 amortizing term loan facility agreement with Koidu Holdings S.A. and in return was granted the right to purchase diamonds meeting the Company s quality standards recovered from their kimberlite diamond mine in Sierra Leone (see Item 1. Notes to Condensed Consolidated Financial Statements Note 9. Commitments and Contingencies). The Company repaid ¥5,000,000,000 (\$58,915,000 upon payment) of debt that came due in April.

NON-GAAP MEASURES

The Company s reported sales reflect either a translation-related benefit from strengthening foreign currencies or a detriment from a strengthening U.S. dollar.

The Company reports information in accordance with U.S. Generally Accepted Accounting Principles (GAAP). Internally, management monitors its sales performance on a non-GAAP basis that eliminates the positive or negative effects that result from translating international sales into U.S. dollars (constant-exchange-rate basis). Management believes this constant-exchange-rate basis provides a more representative assessment of sales performance and provides better comparability between reporting periods.

The Company s management does not, nor does it suggest that investors should, consider such non-GAAP financial measures in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. The Company presents such non-GAAP financial measures in reporting its financial results to provide investors with an additional tool to evaluate the Company s operating results. The following table reconciles sales percentage increases from the GAAP to the non-GAAP basis versus the previous year:

	Second	Quarter 2011 v	rs. 2010	First Half 2011 vs. 2010				
			Constant-			Constant-		
	GAAP	Translation	Exchange-	GAAP	Translation	Exchange-		
			Rate			Rate		
	Reported	Effect	Basis	Reported	Effect	Basis		
Net Sales:								
Worldwide	30%	6%	24%	25%	5%	20%		
Americas	25%	1%	24%	22%	1%	21%		
Asia-Pacific	55%	10%	45%	46%	8%	38%		
Japan	21%	13%	8%	14%	12%	2%		
Europe	32%	15%	17%	28%	10%	18%		
Comparable Store Sales:								
Worldwide	28%	6%	22%	24%	6%	18%		
Americas	24%	1%	23%	21%	1%	20%		
Asia-Pacific	51%	10%	41%	41%	8%	33%		
Japan	22%	14%	8%	15%	12%	3%		
Europe	25%	14%	11%	23%	11%	12%		

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RESULTS OF OPERATIONS

Net Sales

Net sales by segment were as follows:

	Second Quarter									
(in thousands)		2011		2010	Increase					
Americas	\$	438,223	\$	350,433	25%					
Asia-Pacific		173,241		111,490	55%					
Japan		142,502		118,031	21%					
Europe		101,349		76,893	32%					
Other		17,397		11,913	46%					
	\$	872,712	\$	668,760	30%					
			F	irst Half						
(in thousands)		2011		2010	Increase					
Americas	\$	812,875	\$	665,691	22%					
Asia-Pacific		340,488		233,826	46%					
Japan		265,860		233,080	14%					
Europe		186,975		145,521	28%					
Other		27,532		24,228	14%					
	\$	1,633,730	\$	1,302,346	25%					

Comparable Store Sales. Reference will be made to comparable store sales below. Comparable store sales include only sales transacted in Company-operated stores and boutiques. A store s sales are included in comparable store sales when the store has been open for more than 12 months. In markets other than Japan, sales for relocated stores are included in comparable store sales if the relocation occurs within the same geographical market. In Japan, sales for a new store or boutique are not included if the store or boutique was relocated from one department store to another or from a department store to a free-standing location. In all markets, the results of a store in which the square footage has been expanded or reduced remain in the comparable store base.

Americas. In the second quarter, total sales increased \$87,790,000, or 25%, primarily due to an increase in the average price per unit sold. Total sales also benefited from an increase in the number of units sold. Comparable store sales increased \$71,758,000, or 24%, consisting of increases in both New York Flagship store sales of 41%, which benefited from strong foreign tourist demand, and comparable branch store sales of 20%. On a constant-exchange-rate basis, sales increased 24% and comparable store sales increased 23%. Combined Internet and catalog sales in the Americas increased \$5,783,000, or 16%, due to similar increases in the number of orders and in the average price per order.

In the first half, total sales increased \$147,184,000, or 22%, primarily due to an increase in the average price per unit sold. Total sales also benefited from an increase in the number of units sold. Comparable store sales increased \$118,264,000, or 21%, consisting of increases in both New York Flagship store sales of 33%, which benefited from strong foreign tourist demand, and comparable branch store sales of 18%. On a constant-exchange-rate basis, sales increased 21%, and comparable store sales increased 20%. Combined Internet and catalog sales in the Americas increased \$10,767,000, or 15%, due to similar increases in the number of orders and in the average price per order. *Asia-Pacific.* In the second quarter, total sales increased \$61,751,000, or 55%, due to similar increases in the average

Asia-Pacific. In the second quarter, total sales increased \$61,751,000, or 55%, due to similar increases in the average price per unit sold and in the number of units sold. Comparable store sales increased \$53,834,000, or 51%. On a constant-exchange-rate basis, sales increased 45% and comparable store sales increased 41% due to sales growth in most countries, with the largest increase in the Greater China region.

In the first half, total sales increased \$106,662,000, or 46%, primarily due to an increase in the average price per unit sold. Total sales also benefited from an increase in the number of units sold. Comparable store sales increased \$89,553,000, or 41%, and non-comparable store sales grew \$13,127,000. On a constant-exchange-rate basis, sales

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increased 38% and comparable store sales increased 33% in the first half due to sales growth in most countries, with the largest increase in the Greater China region.

Japan. In the second quarter, total sales increased \$24,471,000, or 21%, entirely due to an increase in the average price per unit sold, which was partly offset by a decrease in the number of units sold. Comparable store sales increased \$23,651,000, or 22%. On a constant-exchange-rate basis, both total sales and comparable store sales increased 8%.

In the first half, total sales increased \$32,780,000, or 14%, entirely due to an increase in the average price per unit sold, which was partly offset by a decrease in the number of units sold. Comparable store sales increased \$31,632,000, or 15%. On a constant-exchange-rate basis, sales increased 2% and comparable store sales increased 3%. Sales in Japan were affected by earthquake-related events in the first quarter. Certain locations were closed for approximately one week following the earthquake and some operated on reduced hours for a period of time; however, all locations have re-opened and are operating under normal hours.

Europe. In the second quarter, total sales increased \$24,456,000, or 32%, primarily due to an increase in the number of units sold. Total sales also benefited from an increase in the average price per unit sold. Comparable store sales increased \$17,456,000, or 25%, and non-comparable store sales grew \$3,868,000. On a constant-exchange-rate basis, sales increased 17% and comparable store sales rose 11%, due to strong growth in most of Continental Europe and growth in the U.K.

In the first half, total sales increased \$41,454,000, or 28%, primarily due to an increase in the number of units sold. Total sales also benefited from an increase in the average price per unit sold. Comparable store sales increased \$29,961,000, or 23%, and non-comparable store sales grew \$6,854,000. On a constant-exchange-rate basis, sales increased 18% and comparable store sales increased 12%, due to strong growth in most of Continental Europe and growth in the U.K.

Store Data. Management currently expects to add 16 (net) Company-operated TIFFANY & CO. stores and boutiques in 2011, increasing the store base by 7%, including six stores in the Americas, three stores in Europe, eight stores in Asia-Pacific and a net reduction of one location in Japan. The following table shows locations which have already been opened or closed, or where plans have been finalized:

	Openings (Closings)	Remaining Openings
Location	as of July 31, 2011	2011
Americas:		
Calgary, Canada	Second Quarter	
Northbrook, Illinois	Second Quarter	
Las Vegas Fashion Show Mall, Nevada		Third Quarter
Richmond, Virginia		Third Quarter
Brasilia, Brazil		Third Quarter
Vancouver Oakridge Centre, Canada		Fourth Quarter
Asia-Pacific:		
Chongquing, China		Third Quarter
Guangzhou, China		Third Quarter
Nanjing, China		Third Quarter
Daegu, Korea		Third Quarter
Incheon, Korea		Third Quarter
Wuhan, China		Fourth Quarter
Seoul Apkujung, Korea		Fourth Quarter
Taichung Far Eastern, Taiwan		Fourth Quarter
Japan:		
Hakata Hankyu	First Quarter	
Kokura Izutsuya	(First Quarter)	
Wakayama Kintetsu	(First Quarter)	

Europe:

Frankfurt Frankfurt International Airport, Germany

Zurich Zurich Airport, Switzerland

Milan Excelsior, Italy

Second Quarter Second Quarter

Third Quarter

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Other. Other sales increased \$5,484,000, or 46%, in the second quarter primarily due to increased sales of TIFFANY & CO. merchandise to independent distributors in emerging markets as well as increased wholesale sales of rough diamonds. Other sales increased \$3,304,000, or 14%, in the first half primarily due to increased sales of TIFFANY & CO. merchandise to independent distributors in emerging markets which was partly offset by lower wholesale sales of rough diamonds.

Gross Margin

	Second Qu	ıarter	First Ha	alf
	2011	2010	2011	2010
Gross profit as a percentage of net sales	59.0%	57.8%	58.7%	57.8%

Gross margin (gross profit as a percentage of net sales) increased by 1.2 percentage points in the second quarter and by 0.9 percentage point in the first half due to sales leverage on fixed costs.

Management periodically reviews and adjusts its retail prices when appropriate to address product cost increases, specific market conditions and longer-term changes in foreign currencies/U.S. dollar relationships. Among the market conditions that the Company addresses are consumer demand for the product category involved, which may be influenced by consumer confidence, and competitive pricing conditions. The Company uses derivative instruments to mitigate foreign exchange and precious metal price exposures (see Item 1. Notes to Condensed Consolidated Financial Statements Note 6. Hedging Instruments). In the first half of the year the Company increased retail prices to address higher product costs and its strategy is to pursue that approach when appropriate in the future.

Selling, General and Administrative (SG&A) Expenses

	Second Qu	ıarter	First Half		
	2011	2010	2011	2010	
SG&A expenses as a percentage of net sales	42.9%	40.8%	41.7%	41.0%	

SG&A expenses increased \$101,011,000, or 37%, in the second quarter. The Company recorded nonrecurring charges of \$34,497,000 and \$3,656,000 in the second quarters of 2011 and 2010 associated with Tiffany s consolidation and relocation of its New York headquarters staff into a single location (see Item 1. Notes to Condensed Consolidated Financial Statements Note 9. Commitments and Contingencies). Excluding these charges, SG&A expenses increased \$70,170,000, or 26%, primarily due to increased marketing expenses of \$20,015,000, increased labor and benefit costs of \$19,112,000, increased depreciation and store occupancy expenses related to new and existing stores of \$14,725,000 and increased sales-related variable costs of \$6,128,000.

SG&A expenses increased \$148,177,000, or 28%, in the first half. The Company recorded nonrecurring charges of \$42,506,000 and \$4,444,000 in the first half of 2011 and 2010 associated with Tiffany s consolidation and relocation of its New York headquarters staff into a single location (see Item 1. Notes to Condensed Consolidated Financial Statements Note 9. Commitments and Contingencies). Excluding these charges, SG&A expenses increased \$110,115,000, or 21%, primarily due to increased labor and benefit costs of \$29,516,000, increased marketing expenses of \$26,975,000, increased depreciation and store occupancy expenses related to new and existing stores of \$27,102,000 and increased sales-related variable costs of \$10,194,000.

SG&A expenses as a percentage of net sales increased 2.1 percentage points in the second quarter and 0.7 percentage point in the first half. Excluding the nonrecurring charges noted above, SG&A expenses as a percentage of net sales decreased 1.4 percentage points in the second quarter and 1.5 percentage points in the first half due to the leveraging effect of fixed costs.

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Earnings from Operations

		Second			Second	
	Quarter		% of Net	Quarter		% of Net
(in thousands)	2011		Sales*	2010		Sales*
Earnings from operations:						
Americas	\$	94,683	21.6%	\$	68,970	19.7%
Asia-Pacific		46,706	27.0%		24,366	21.9%
Japan		41,116	28.9%		31,228	26.5%
Europe	24,182		23.9%		16,841	21.9%
Other		1,434	8.2%		862	7.2%
		208,121			142,267	
Unallocated corporate expenses		(33,084)	(3.8)%		(24,716)	(3.7)%
Other expense		(34,497)			(3,945)	
Earnings from operations	\$	140,540	16.1%	\$	113,606	17.0%

^{*} Percentages represent earnings from operations as a percentage of each segment s net sales.

Earnings from operations increased 24% in the second quarter. On a segment basis, the ratio of earnings from operations (before the effect of unallocated corporate expenses and other expense) to each segment s net sales in the second quarter of 2011 and 2010 was as follows:

Americas the ratio increased 1.9 percentage points primarily resulting from the leveraging of operating expenses as well as an increase in gross margin;

Asia-Pacific the ratio increased 5.1 percentage points primarily due to the leveraging of operating expenses as well as an increase in gross margin;

Japan the ratio increased 2.4 percentage points primarily due to an increase in gross margin;

Europe the ratio increased 2.0 percentage points primarily due to an increase in gross margin; and Other the ratio increased 1.0 percentage point.

	First Half		% of Net	First Half		% of Net
(in thousands)	2011		Sales*	2010		Sales*
Earnings from operations:						
Americas	\$	169,096	20.8%	\$	123,892	18.6%
Asia-Pacific		95,340	28.0%		56,540	24.2%
Japan		72,807	27.4%		62,224	26.7%
Europe		43,950	23.5%		31,469	21.6%
Other		1,612	5.9%		1,110	4.6%
		382,805			275,235	
Unallocated corporate expenses		(63,580)	(3.9)%		(51,407)	(3.9)%
Other expense		(42,719)			(4,805)	
Earnings from operations	\$	276,506	16.9%	\$	219,023	16.8%

^{*} Percentages represent earnings from operations as a percentage of each segment s net sales.

Earnings from operations increased 26% in the first half. On a segment basis, the ratio of earnings from operations (before the effect of unallocated corporate expenses and other expense) to each segment s net sales in the first half of 2011 and 2010 was as follows:

Americas the ratio increased 2.2 percentage points primarily resulting from the leveraging of operating expenses;

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Asia-Pacific the ratio increased 3.8 percentage points primarily due to the leveraging of operating expenses as well as an increase in gross margin;

Japan the ratio increased 0.7 percentage point primarily due to an increase in gross margin partly offset by increased operating expenses;

Europe the ratio increased 1.9 percentage points primarily due an increase in gross margin; and Other the ratio increased 1.3 percentage points.

Unallocated corporate expenses include costs related to administrative support functions which the Company does not allocate to its segments. Such unallocated costs include those for centralized information technology, finance, legal and human resources departments. Total unallocated corporate expenses as a percentage of net sales increased 0.1 percentage point in the second quarter and were consistent with the prior year in the first half.

Other expense in the second quarter and first half of 2011 and 2010 represents charges associated with Tiffany s consolidation and relocation of its New York headquarters staff to a single location. See Item 1. Notes to Condensed Consolidated Financial Statements Note 9. Commitments and Contingencies.

Interest and Other Expenses, net

Interest and other expenses, net decreased \$1,502,000 in the second quarter of 2011 and \$3,493,000 in the first half.

Provision for Income Taxes

The effective income tax rate was 31.2% in the second quarter of 2011 versus 34.0% in the prior year. The decline is primarily due to the reversal of a valuation allowance against certain deferred tax assets where management has determined it is more likely than not that the deferred tax assets will be realized in the future. The effective income tax rate was 33.4% in the first half of 2011 versus 32.5% in the prior year. The effective income tax rate for the first half of 2010 reflected a net income tax benefit of \$3,096,000 primarily due to a change in the tax status of certain subsidiaries associated with the acquisition in 2009 of additional equity interests in diamond sourcing and polishing operations.

2011 Outlook

Management s outlook for full year 2011 is based on the following assumptions, which may or may not prove valid, and should be read in conjunction with Item 1A. Risk Factors on page 30:

A high-teens percentage increase in worldwide net sales (in U.S. dollars). Sales assumptions by region (in U.S. dollars) include a high-teens percentage increase in the Americas, at least a 30% increase in

Asia-Pacific, at least a 20% increase in Europe and a high single-digit percentage increase in Japan. Other sales are expected to increase approximately 25%.

The opening of 17 Company-operated stores (six in the Americas, eight in Asia-Pacific and three in Europe), as well as a net reduction of one location in Japan.

An increase in operating margin of more than one full point due to an improved ratio of SG&A expenses to sales and a higher gross margin.

Interest and other expenses, net of approximately \$45,000,000.

An effective income tax rate of approximately 34%.

Net earnings increasing 25% 28% to \$3.65 \$3.75 per diluted share.

An increase in net inventories of more than 15%.

Capital expenditures of approximately \$250,000,000.

The above assumptions for operating margin and net earnings per diluted share do not include expenses of \$42,719,000 recorded in the first half of 2011 primarily related to the fair value of the remaining non-cancelable lease obligations reduced by the estimated sublease rental income, as well as the acceleration of the useful lives of certain

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property and equipment, incremental rent during the transition period and lease termination payments associated with Tiffany s consolidation and relocation of its New York headquarters staff to a single location (see Item 1. Notes to Condensed Consolidated Financial Statements Note 9. Commitments and Contingencies). Tiffany expects overall savings of more than \$100,000,000 over the 15-year lease term of the new location as a result of an overall reduction in rent expense; these estimated savings are based on current rental costs and assumptions made regarding future potential rent increases at the existing locations. Changes in market conditions may affect the total expenses ultimately recorded.

LIQUIDITY AND CAPITAL RESOURCES

The Company s liquidity needs have been, and are expected to remain, primarily a function of its ongoing, seasonal and expansion-related working capital requirements and capital expenditures needs. Over the long term, the Company manages its cash and capital structure to maintain a strong financial position that provides flexibility to pursue future strategic initiatives. Management regularly assesses its working capital needs, capital expenditure requirements, debt service, dividend payouts, share repurchases and other investments. Management believes that cash on hand, internally-generated cash flows and the funds available under its revolving credit facilities are sufficient to support the Company s liquidity and capital requirements for the foreseeable future.

The following table summarizes cash flows from operating, investing and financing activities:

5.6 at January 31, 2011 and \$1,860,711,000 and 4.3 at July 31, 2010.

		Half	lalf		
(in thousands)	2011		2010		
Net cash provided by (used in):					
Operating activities	\$	43,895	\$	(60,111)	
Investing activities		(136,702)		(99,221)	
Financing activities		(56,551)		(58,365)	
Effect of exchange rates on cash and cash equivalents		748		(1,280)	
Net decrease in cash and cash equivalents	\$	(148,610)	\$	(218,977)	

Operating Activities

The Company had a net cash inflow from operating activities of \$43,895,000 in the first half of 2011 compared with an outflow of \$60,111,000 in the same period in 2010. The variance between 2011 and 2010 is primarily due to increased net earnings as well as adjustments for non-cash items. Additionally, the first half of 2011 includes the Company s contribution of \$25,000,000 to its pension plan versus a contribution of \$40,000,000 in the comparable period in 2010, both of which are reflected in Other, net on the Condensed Consolidated Statements of Cash Flows. *Working Capital*. Working capital (current assets less current liabilities) and the corresponding current ratio (current assets divided by current liabilities) were \$2,246,752,000 and 5.3 at July 31, 2011, compared with \$2,204,632,000 and

Accounts receivable, less allowances at July 31, 2011 were 2% lower than January 31, 2011 due to the seasonality of the Company s business. Accounts receivable, less allowances at July 31, 2011 were 16% higher than July 31, 2010, due to sales growth. Strengthening foreign currency exchange rates increased accounts receivable balances by 6% compared to July 31, 2010.

Inventories, net at July 31, 2011 were 13% higher than January 31, 2011 and were 18% higher than July 31, 2010. Finished goods inventories rose 5% and 6% from January 31, 2011 and July 31, 2010 and combined raw material and work-in-process inventories rose 26% and 39% in those same periods, all to support sales growth, new store openings, new product launches and expanded assortments, as well as reflecting higher product and raw material acquisition costs. In addition, strengthening foreign currency exchange rates increased inventory balances by 4% compared to July 31, 2010.

Investing Activities

The Company had a net cash outflow from investing activities of \$136,702,000 in the first half of 2011 compared with an outflow of \$99,221,000 in the first half of 2010. The increased outflow in the current year is primarily due to

higher capital expenditures (as a result of increased store openings and renovations and the relocation of the New York

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headquarters) and notes receivable funded, which was partly offset by proceeds received from the sale of marketable securities and short-term investments.

Financing Activities

The Company had a net cash outflow from financing activities of \$56,551,000 in the first half of 2011 compared with an outflow of \$58,365,000 in the first half of 2010.

Recent Borrowings. The Company had net repayments of or net proceeds from short-term and long-term borrowings as follows:

	First Half				
(in thousands)		2011	011		
Short-term borrowings:					
Proceeds from credit facility borrowings, net	\$	51,174	\$	17,775	
Long-term borrowings:					
Repayments		(58,915)			
Net (repayments of) proceeds from total borrowings	\$	(7,741)	\$	17,775	

There was \$97,272,000 outstanding and \$403,848,000 available under revolving credit facilities at July 31, 2011. The weighted average interest rate for the outstanding amount at July 31, 2011 was 1.71%.

In May 2011, the Company entered into a \(\frac{\pmathbf{4}}{4},000,000,000\) (\(\frac{\pmathbf{4}}{9},240,000\) at issuance) one-year uncommitted credit facility. Borrowings may be made on one-, three- or 12-month terms bearing interest at the LIBOR rate plus 0.25%, subject to bank approval. As of July 31, 2011, the Company had borrowed the full amount under the facility.

In April 2011, the Company used cash on hand and credit facility borrowings to repay the full amount outstanding of a \\$5,000,000,000 (\$58,915,000 at payment date) 15-year term loan, bearing interest at a rate of 4.50%.

The ratio of total debt (short-term borrowings, current portion of long-term debt and long-term debt) to stockholders equity was 29% at July 31, 2011, 32% at January 31, 2011 and 40% at July 31, 2010.

At July 31, 2011, the Company was in compliance with all debt covenants.

Share Repurchases. The Company s share repurchase activity was as follows:

	Second Quarter			First Half								
(in thousands, except per share amounts)	2011		2011			2010 2011		2011	2010			
Cost of repurchases	\$	24,548	\$	32,881	\$	52,487	\$	47,138				
Shares repurchased and retired		330		799		783		1,118				
Average cost per share	\$	74.29	\$	41.16	\$	67.00	\$	42.15				

In January 2011, the Company s Board of Directors approved a new stock repurchase program (2011 Program) and terminated the previously existing program. The 2011 Program authorizes the Company to repurchase up to \$400,000,000 of its Common Stock through open market or private transactions. The 2011 Program expires on January 31, 2013. The timing of repurchases and the actual number of shares to be repurchased depend on a variety of discretionary factors such as stock price, cash-flow forecasts and other market conditions. At least annually, the Company s Board of Directors reviews its policies with respect to dividends and share repurchases with a view to actual and projected earnings, cash flows and capital requirements. At July 31, 2011, there remained \$339,532,000 of authorization for future repurchases under the 2011 Program.

Contractual Obligations

In March 2011, Laurelton Diamonds, Inc., a direct, wholly-owned subsidiary of the Company (Laurelton), as lender, entered into a \$50,000,000 amortizing term loan facility agreement (the Loan) with Koidu Holdings S.A. (Koidu), as borrower, and BSG Resources Limited, as a limited guarantor. Koidu operates a kimberlite diamond mine in Sierra Leone (the Mine) from which Laurelton now acquires diamonds. Koidu is required under the terms of the Loan to apply the proceeds of the Loan to capital expenditures necessary to expand the Mine, among other purposes. The Loan

is required to be repaid in full by March 2017 through semi-annual payments scheduled to begin in March 2013. Interest accrues at a rate per annum that is the greater of (i) LIBOR plus 3.5% or (ii) 4%. In consideration of the Loan, Laurelton was granted the right to purchase at fair market value diamonds recovered from the Mine that meet

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Laurelton s quality standards. The Loan may be drawn in multiple installments subject to certain contingencies; as of July 31, 2011 the loan was fully funded. The assets of Koidu, including all equipment and rights in respect of the Mine, are subject to the security interest of a lender that is not affiliated with the Company. The Loan will be partially secured by diamonds that have been extracted from the Mine and that have not been sold to third parties.

Management anticipates that it is reasonably possible that the total gross amount of unrecognized tax benefits will decrease by approximately \$20,000,000 in the next 12 months, a portion of which may affect the effective tax rate; however, management does not currently anticipate a significant affect on net earnings. Future developments may result in a change in this assessment.

The Company s contractual cash obligations and commercial commitments at July 31, 2011 and the effects such obligations and commitments are expected to have on the Company s liquidity and cash flows in future periods have not changed significantly since January 31, 2011, except as noted above.

Seasonality

As a jeweler and specialty retailer, the Company s business is seasonal in nature, with the fourth quarter typically representing at least one-third of annual net sales and approximately one-half of annual net earnings. Management expects such seasonality to continue.

Forward-Looking Statements

This quarterly report on Form 10-Q contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 concerning the Company s goals, plans and projections with respect to store openings, sales, retail prices, gross margin, expenses, effective tax rate, net earnings and net earnings per share, inventories, capital expenditures, cash flow and liquidity. In addition, management makes other forward-looking statements from time to time concerning objectives and expectations. One can identify these forward-looking statements by the fact that they use words such as believes, intends, plans, expects and other words and terms of similar meaning and expression in connection with any discussion of future operating or financial performance. One can also identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. Such forward-looking statements are based on management s current plan and involve inherent risks, uncertainties and assumptions that could cause actual outcomes to differ materially from the current plan. The Company has included important factors in the cautionary statements included in its 2010 Annual Report on Form 10-K and in this quarterly report, particularly under Item 1A. Risk Factors, that the Company believes could cause actual results to differ materially from any forward-looking statement.

Although the Company believes it has been prudent in its plans and assumptions, no assurance can be given that any goal or plan set forth in forward-looking statements can or will be achieved, and readers are cautioned not to place undue reliance on such statements which speak only as of the date this quarterly report was first filed with the Securities and Exchange Commission. The Company undertakes no obligation to update any of the forward-looking information included in this document, whether as a result of new information, future events, changes in expectations or otherwise.

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PART I. Financial Information

Item 3. Quantitative and Qualitative Disclosures About Market Risk

The Company is exposed to market risk from fluctuations in foreign currency exchange rates, precious metal prices and interest rates, which could affect its consolidated financial position, earnings and cash flows. The Company manages its exposure to market risk through its regular operating and financing activities and, when deemed appropriate, through the use of derivative financial instruments. The Company uses derivative financial instruments as risk management tools and not for trading or speculative purposes, and does not maintain such instruments that may expose the Company to significant market risk.

Foreign Currency Risk

The Company uses foreign exchange forward contracts or put option contracts to offset the foreign currency exchange risks associated with foreign currency-denominated liabilities, intercompany transactions and forecasted purchases of merchandise between entities with differing functional currencies. The fair value of foreign exchange forward contracts and put option contracts is sensitive to changes in foreign exchange rates. Gains or losses on foreign exchange forward contracts substantially offset losses or gains on the liabilities and transactions being hedged. For put option contracts, if the market exchange rate at the time of the put option contract s expiration is stronger than the contracted exchange rate, the Company allows the put option contract to expire, limiting its loss to the cost of the put option contract. There were no outstanding put option contracts as of July 31, 2011. The term of all outstanding foreign exchange forward contracts as of July 31, 2011 ranged from less than one month to 15 months.

Precious Metal Price Risk

The Company periodically hedges a portion of its forecasted purchases of precious metals for use in its internal manufacturing operations in order to minimize the effect of volatility in precious metals prices. The Company may use either a combination of call and put option contracts in net-zero-cost collar arrangements (precious metal collars) or forward contracts. For precious metal collars, if the price of the precious metal at the time of the expiration of the precious metal collar is within the call and put price, the precious metal collar expires at no cost to the Company. The maximum term over which the Company is hedging its exposure to the variability of future cash flows for all forecasted transactions is 12 months.

Interest Rate Risk

The Company u