

## Tiffany & Co. (TIF)

**\$125.44** (As of 03/20/20)

Price Target (6-12 Months): **\$133.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Neutral**

(Since: 03/25/19)

Prior Recommendation: Underperform

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**3-Hold**

Zacks Style Scores:

VGM:F

Value: F

Growth: D

Momentum: D

### Summary

Shares of Tiffany have increased and outpaced the industry in the past six months. The company, which accepted the buyout offer from LVMH, remains focused on evolving its brand, enhancing omni-channel experience and firming position in core markets. It remains committed to elevating in-store experience and replenishing product portfolio. These efforts along with a focus on store expansions have been bolstering its performance. Notably, both sales and earnings rose year over year during fourth-quarter fiscal 2019. Also, the bottom line beat the Zacks Consensus Estimate. However, the COVID-19 outbreak has caused the retailer to undertake store closures or limit hours of operations in some stores. This, in fact, has largely dented the company's operations in the Chinese Mainland region. Well, management did not provide any guidance.

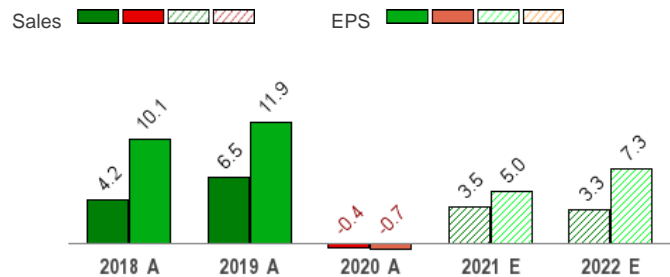
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	<b>\$134.42 - \$78.60</b>
20 Day Average Volume (sh)	<b>4,710,391</b>
Market Cap	<b>\$15.2 B</b>
YTD Price Change	<b>-6.1%</b>
Beta	<b>1.45</b>
Dividend / Div Yld	<b>\$2.32 / 1.8%</b>
Industry	<b><a href="#">Retail - Jewelry</a></b>
Zacks Industry Rank	<b>Top 20% (50 out of 254)</b>

### Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	<b>4.7%</b>
Last Sales Surprise	<b>-0.2%</b>
EPS F1 Est- 4 week change	<b>-1.7%</b>
Expected Report Date	<b>NA</b>
Earnings ESP	<b>0.0%</b>
P/E TTM	<b>27.3</b>
P/E F1	<b>26.0</b>
PEG F1	<b>2.4</b>
P/S TTM	<b>3.4</b>

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2022					4,731 E
2021	1,028 E	1,063 E	1,047 E	1,385 E	4,580 E
2020	1,003 A	1,049 A	1,015 A	1,358 A	4,424 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2022					\$5.17 E
2021	\$1.08 E	\$1.12 E	\$0.70 E	\$1.69 E	\$4.82 E
2020	\$1.03 A	\$1.12 A	\$0.65 A	\$1.80 A	\$4.59 A

\*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 03/20/2020. The reports text is as of 03/23/2020.

## Overview

Founded in 1837 and headquartered in New York, Tiffany & Co. (TIF), through its subsidiaries, is engaged in the designing, manufacturing and retailing activities of fine jewelry, which includes gemstone jewelry and gemstone band rings, diamond rings and wedding bands, gold or platinum jewelry, as well as sterling silver jewelry. Its merchandising offerings include timepieces and clocks; sterling silverware; crystal, glass, china, and other tableware; custom engraved stationery; writing instruments; and fashion accessories.

The company sells its products through catalog and wholesale operations, retail stores, direct marketing, Internet and business-to-business direct selling transactions. As of January 31, 2020, the Company operated 326 stores (124 in the Americas, 91 in Asia-Pacific, 58 in Japan, 48 in Europe, and five in the UAE).

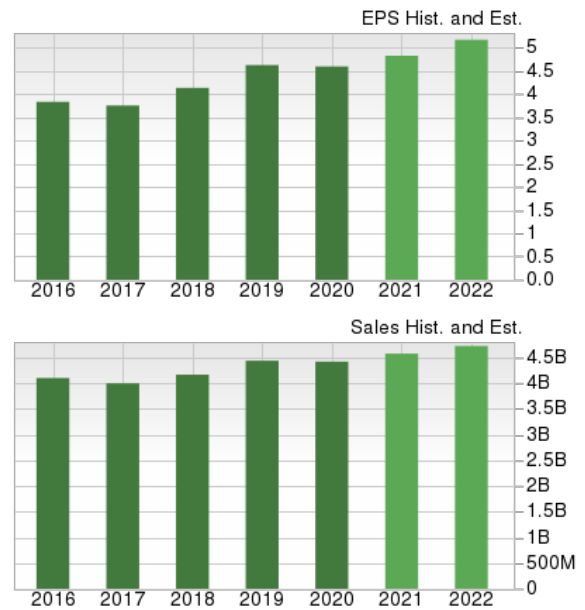
**Americas:** Includes sales in stores in the United States, Mexico, Canada, Brazil and Chile. Tiffany also distributes a selection of its products through its websites and catalogs of selected merchandise to its list of customers and to mailing lists rented from third parties.

**Asia-Pacific:** Consists of sales in China, Korea, Hong Kong, Taiwan, Australia, Singapore, Macau, Malaysia and New Zealand and Thailand.

**Japan:** Consists of sales in Japan.

**Europe:** Includes sales in stores in the the U.K., Italy, Germany, France, Spain, Switzerland, the Netherlands, Russia, Austria, Belgium, the Czech Republic and Ireland.

**Other:** The Other segment primarily consists of retail sales transacted in five company-operated stores in the United Arab Emirates and wholesale distribution in the Emerging Markets region; wholesale sales of diamonds; and licensing agreements.



## Reasons To Buy:

▲ **Accepted the Buyout Offer:** Tiffany's shareholders have approved merger with LVMH Moët Hennessy Louis Vuitton SE or LVMH. The latter has entered into a deal to acquire Tiffany for more than \$16 billion. Industry experts believe that the acquisition of Tiffany — which would become part of growing luxury portfolio comprising Bulgari, Christian Dior, Dom Perignon, Fendi, Sephora and Guerlain — will add sheen to LVMH's jewelry and watch segments. Meanwhile Tiffany, which operates more than 300 stores worldwide, will also gain from LVMH's prominent presence in European and Asian markets.

Tiffany, which accepted the buyout offer from LVMH, remains focused on evolving its brand, enhancing omni-channel experience and firming position in core markets.

▲ **Decent Q4 Performance:** Tiffany remains focused on evolving its brand, enhancing omni-channel experience and solidifying position in core markets. It remains optimistic about new product launches and related marketing campaigns. Also, the company is enhancing its Tiffany T collection. These efforts along with a focus on store expansions have been bolstering its performance. Notably, both sales and earnings improved year over year during fourth-quarter fiscal 2019. Also, the bottom line beat the Zacks Consensus Estimate. The company posted adjusted earnings of \$1.80 per share that outdid the consensus mark of \$1.72 and came ahead of the prior-year adjusted earnings of \$1.60. Net sales rose 3%, while comparable sales grew 3%. We note that sales in the Americas rose 4%, while in the Asia-Pacific region the metric grew 8%. In Europe, sales advanced 4%. Management is impressed with the sales growth in the Americas, after witnessing softness for quite some time. Also, Chinese Mainland contributed to overall sales growth. Shares of Tiffany have soared 38% against the industry's decline of 11% in the past six months.

▲ **Strategic Endeavors:** Tiffany holds a significant position in the world jewelry market due to its distinctive brand appeal. The company is steadily introducing new jewelry designs, new watch collection and fragrance, and additional jewelry SKUs. It also introduced "build-your-own program" on its website under which customers are allowed to personalize their own charm bracelets. Further, Tiffany is allowing customers to personalize their ring. The company also renewed its licensing agreement with Luxottica Group — slated to expire on December 31, 2027 — for the development, production and global distribution of sunglasses and prescription frames under its brand. Tiffany introduced company-operated e-commerce website in China. The company in a joint venture with Reliance Brands Limited is entering the Indian market. Tiffany's efforts to enhance store operations are yielding results. To this end, the company has undertaken several initiatives. The company renovated its flagship stores in Shanghai, Hong Kong, London and Sydney. The company opened a concept store in Tokyo, several pop-up stores worldwide and Tiffany Blue Box Café in Shanghai and Hong Kong.

▲ **Catalysts Driving Growth:** Tiffany is well positioned to augment its top and bottom lines performance in the long run by leveraging capital investments made over the past several years in distribution, manufacturing and diamond sourcing processes. The company remains focused on evolving its brand, enhancing omnichannel experience, solidifying position in core markets, increasing operating model efficiency and enriching overall organization. The company remains committed to elevating in-store experience and replenishing product portfolio. Focus on renewing product portfolio is evident from the launch of PAPER FLOWERS, which comprises solid collection in diamonds and platinum and the introduction of TIFFANY TRUE, an innovative engagement ring design. The company is also looking at other revenue generating avenues, and this includes expansion of its watch business. The company also intends to expand its distribution network by adding stores in both new and existing markets. With about half of the total sales generated internationally, we believe that the company is well diversified from a regional perspective as well.

▲ **Store Update:** Tiffany is focused on opening smaller stores that offer selected collections of lower priced higher-margin product, which in turn boosts store productivity. The company concentrates on improving sales per square foot through an increase in customer traffic and converting them into potential buyers by targeted advertising, ongoing sales training and customer-oriented initiatives. During fiscal 2019, this designer and retailer of fine jewelry opened nine company-operated stores, shuttered four locations. As of January 31, 2020, the Company operated 326 stores (124 in the Americas, 91 in Asia-Pacific, 58 in Japan, 48 in Europe, and five in the UAE).

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## Reasons To Sell:

- ▼ **Soft Sales in Japan, Coronavirus a Concern:** In Japan, sales decreased 8% to \$180 million, while comparable sales declined at the same rate. Sales were hurt by customers' response to the increase in consumption tax imposed on Oct 1, 2019. Also, disruptions in Hong Kong weighed on Asia-Pacific sales to an extent. Another major concern with which the company is grappling with is the coronavirus outbreak that has led to supply-chain disruptions, slowdown in production activities and reduced demand for several commodities. In the view of implementation of safety measures and drop in store footfall, companies are temporarily shutting down their brick-and-mortar stores, curtailing work hours and operating in shifts, or permitting employees to work remotely. Given the prevalent scenario, Tiffany is either closing stores or limiting hours of operations in some stores. This, in fact, has largely dented the company's operations in the Chinese Mainland region.
- ▼ **Margins Remained Under Pressure:** Gross margin, an important financial metric, remained under pressure during the fourth quarter of fiscal 2019 as well. After shrinking 50 basis points during the third quarter, gross margin contracted by an equivalent basis points to 63.3% in the quarter under review. During the fiscal year, gross margin shrank 90 basis points to 62.4% on account of shift in sales mix toward higher price point jewelry, which normally carries a lower gross margin. Operating margin shrunk 50 basis points to 19.8% during the quarter and 120 basis points to 16.6%.
- ▼ **Stock Looks Stretched:** Considering price-to-earnings (P/E) ratio, Tiffany looks pretty overvalued when compared with the industry as well as the S&P 500. The stock has a trailing 12-month P/E ratio of 27.27, which is above the median level of 22.62 but below the high level of 30.52 scaled in the past one year. On the contrary, the trailing 12-month P/E ratio for the industry and the S&P 500 is 26.15 and 14.41, respectively.
- ▼ **Prone to Currency Fluctuations:** Tiffany generates a significant amount of net sales outside the U.S. Due to high exposure to international markets the company remains prone to currency fluctuations. The weakening of foreign currencies against the U.S. dollar may require the company to either raise prices or contract profit margins in locations outside of the U.S. An increase in price may have an adverse impact on the demand for the products. Net sales fall victim of the adverse foreign currency fluctuations that lowers the value of the sales generated in the overseas market and also result in reduced spending by tourists.
- ▼ **Dip in Consumer Sentiment May Impact Sales:** Any dip in consumer confidence – a key determinant of the economy's health – may have serious bearing on spending. The company's customers remain sensitive to macroeconomic factors including interest rate hikes, increase in fuel and energy costs, credit availability, unemployment levels, and high household debt levels, which may negatively impact their sentiment. This may adversely impact its growth and profitability.

Tiffany generates a significant amount of net sales outside the U.S. Due to high exposure to international markets the company remains prone to currency fluctuations.

## Last Earnings Report

### Tiffany's Q4 Earnings Surpass Estimates, Sales Up Y/Y

Tiffany & Co. posted fourth-quarter fiscal 2019 results. During the quarter, both earnings and sales improved year over year and the bottom line beat the Zacks Consensus Estimate. Notably, sales improved in most regions, apart from Japan. Also, disruptions in Hong Kong weighed on Asia-Pacific sales to an extent, though it was compensated by strength in the Chinese Mainland.

Tiffany's fiscal 2019 show reflected a positive impact of product introductions. To this end, it remains encouraged with the product additions made to the men's category. Also, the company is enhancing its Tiffany T collection. These efforts along with a focus on store expansions have been bolstering its performance. However, the COVID-19 outbreak has caused the retailer to undertake store closures or limit hours of operations in some stores. This, in fact, has largely dented the company's operations in the Chinese Mainland region.

Well, management did not provide any business guidance due to its pending transaction with LVMH Moët Hennessy - Louis Vuitton SE (or LVMH).

Quarter Ending **01/2020**

Report Date	Mar 20, 2020
Sales Surprise	-0.15%
EPS Surprise	4.65%
Quarterly EPS	1.80
Annual EPS (TTM)	4.60

### Q4 Highlights

The company posted adjusted earnings of \$1.80 per share that cruised ahead of the Zacks Consensus Estimate of \$1.72. In the year-ago period, the company's adjusted earnings came in at \$1.60 per share. Including costs related to the proposed takeover by LVMH, Tiffany reported fourth-quarter fiscal 2019 earnings of \$1.66 per share compared with \$1.67 reported in the year-ago period. Lower gross margin, increased SG&A expenses and higher effective tax rate could be accountable for the decline.

Net sales rose 3% to \$1,357.8 million compared with the Zacks Consensus Estimate of \$1,360 million. Also, the company's comparable sales (comps) grew 3% year over year. At constant currency, both metrics rose 3% each. Further, excluding the Hong Kong market, worldwide net sales and comps grew 5% each.

Sales improved 6% and 2% for Jewelry collections and Engagement jewelry, respectively, while Designer jewelry sales remained flat year over year.

### Let's Delve Deeper

Geography-wise, sales in the Americas rose 4% to \$640 million and comps grew 3%. The company witnessed higher sales across most parts of the region, courtesy of higher spending by loyal customers.

In the Asia-Pacific region, sales grew 8% to \$342 million, while comps rose 7%. This was attributable to improved wholesale sales. Further, sales remained sturdy in the Chinese Mainland, partly offset by strong disruptions in Hong Kong. Also, increased spending by local customers was somewhat countered by soft spending by foreign tourists.

In Japan, sales decreased 8% to \$180 million and comps declined at the same rate. Sales were hurt by customers' response to the increase in consumption tax imposed on Oct 1, 2019.

In Europe, sales advanced 4% to \$168 million, with comps growing 5%. Sales were boosted by growth across most parts of the region on higher spending by local as well as foreign customers. Other net sales declined 9% to \$26 million due to soft wholesale sales of diamonds, while comps rose 11%.

Gross margin contracted 50 basis points to 63.3% in the quarter under review, on account of changes in sales mix toward higher price point jewelry.

SG&A expenses rose 3% to \$590.4 million primarily due to increased merger-related costs, greater labor and incentive compensation expenses, and higher store occupancy and depreciation charges, somewhat negated by lower marketing spending. Excluding merger-related costs, SG&A costs dipped 1% in the quarter.

### Store Update

During the fiscal, this designer and retailer of fine jewelry opened nine company-operated stores and shuttered four. As of Jan 31, 2020, the company operated 326 stores (124 in the Americas, 91 in Asia-Pacific, 58 in Japan, 48 in Europe and five in the UAE).

### Other Financial Details

Tiffany ended the quarter with cash, cash equivalents and short-term investments of \$897.4 million and total debt of \$1 billion, reflecting 31% of stockholders' equity. In fiscal 2019, the company repurchased roughly 1.8 million shares for \$163.4 million. Tiffany did not make any buybacks in the fourth quarter owing to restrictions described in the merger agreement with LVMH.

## Recent News

### Tiffany Declares Quarterly Dividend – Feb 20, 2020

Tiffany declared a quarterly dividend of 58 cents per share. The dividend is payable Apr 10, 2020 to shareholders of record at the close of business Mar 20, 2020.

### Tiffany Accepts Takeover Offer of Louis Vuitton Owner – Nov 25, 2019

Tiffany accepted the buyout offer of LVMH Moët Hennessy Louis Vuitton SE or LVMH. The latter has entered into a deal to acquire Tiffany for more than \$16 billion. This takeover will provide LVMH a competitive edge in the fast-growing product categories and expand footprint in the U.S. luxury market.

LVMH's latest offer was \$135 a share in cash versus the earlier bid of \$120 made in October. Industry experts believe that the acquisition of Tiffany — which would become part of growing luxury portfolio comprising Bulgari, Christian Dior, Dom Perignon, Fendi, Sephora and Guerlain — will add sheen to LVMH's jewelry and watch segments. Meanwhile Tiffany, which operates more than 300 stores worldwide, will also gain from LVMH's prominent presence in European and Asian markets.

## Valuation

Tiffany shares are down 7.1% in the year-to-date period but up 20.8% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Retail-Wholesale sector are down 11.4% and 18.9% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry is up 11% but the sector is down 10.8%.

The S&P 500 index is down 28.2% in the year-to-date period and 18.2% in the past year.

The stock is currently trading at 25.76X forward 12-month earnings, which compares to 17.88X for the Zacks sub-industry, 20.41X for the Zacks sector and 13.75X for the S&P 500 index.

Over the past five years, the stock has traded as high as 28.82X and as low as 14.29X, with a 5-year median of 20.8X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$133 price target reflects 27.31X forward 12-month earnings.

The table below shows summary valuation data for TIF

Valuation Multiples - TIF					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	25.76	17.88	20.41	13.75
	5-Year High	28.82	21.77	26.19	19.34
	5-Year Low	14.29	11.8	19.06	13.75
	5-Year Median	20.8	15.74	23	17.42
P/S F12M	Current	3.3	1.39	0.83	2.5
	5-Year High	3.75	1.93	1.11	3.43
	5-Year Low	1.78	0.92	0.8	2.5
	5-Year Median	2.63	1.52	0.92	3
EV/EBITDA TTM	Current	16.48	9.73	12.71	8.52
	5-Year High	18.25	14.2	16.22	12.88
	5-Year Low	7.82	5.08	10.83	8.31
	5-Year Median	11.34	8.82	12.5	10.78

As of 03/20/2020

## Industry Analysis Zacks Industry Rank: Top 20% (50 out of 254)



## Top Peers

Fossil Group, Inc. (FOSL)	Neutral
Guess?, Inc. (GES)	Neutral
L Brands, Inc. (LB)	Neutral
Movado Group Inc. (MOV)	Neutral
Ralph Lauren Corporation (RL)	Neutral
Signet Jewelers Limited (SIG)	Neutral
Tapestry, Inc. (TPR)	Neutral
Capri Holdings Limited (CPRI)	Underperform

Industry Comparison Industry: Retail - Jewelry				Industry Peers		
	TIF Neutral	X Industry	S&P 500	FOSL Neutral	MOV Neutral	SIG Neutral
<b>VGM Score</b>	<b>F</b>	-	-	<b>B</b>	<b>B</b>	<b>B</b>
Market Cap	15.19 B	211.30 M	15.82 B	211.40 M	211.30 M	405.16 M
# of Analysts	7	2	13	1	1	2
Dividend Yield	1.85%	0.00%	2.79%	0.00%	8.71%	19.12%
<b>Value Score</b>	<b>F</b>	-	-	<b>A</b>	<b>A</b>	<b>A</b>
Cash/Price	0.03	0.09	0.06	0.89	0.40	0.25
EV/EBITDA	16.45	2.96	9.77	8.96	2.96	16.34
PEG Ratio	2.30	1.32	1.42	NA	NA	0.27
Price/Book (P/B)	4.79	0.61	2.07	0.42	0.61	0.39
Price/Cash Flow (P/CF)	19.33	7.00	8.39	5.43	4.07	0.35
P/E (F1)	25.28	10.09	12.42	NA	5.85	2.15
Price/Sales (P/S)	3.43	0.63	1.68	0.10	0.30	0.07
Earnings Yield	3.84%	12.04%	7.97%	-3.59%	17.10%	46.51%
Debt/Equity	0.59	0.59	0.70	0.93	0.25	2.13
Cash Flow (\$/share)	6.49	0.71	7.01	0.77	2.25	22.15
<b>Growth Score</b>	<b>D</b>	-	-	<b>C</b>	<b>F</b>	<b>D</b>
Hist. EPS Growth (3-5 yrs)	4.46%	0.78%	10.85%	-57.44%	5.50%	-12.21%
Proj. EPS Growth (F1/F0)	5.01%	-2.39%	4.90%	51.61%	-3.68%	-1.10%
Curr. Cash Flow Growth	10.63%	10.79%	6.03%	-63.28%	28.95%	77.26%
Hist. Cash Flow Growth (3-5 yrs)	3.95%	10.16%	8.55%	-39.32%	3.26%	19.15%
Current Ratio	4.10	1.98	1.23	1.89	3.52	2.12
Debt/Capital	37.06%	42.43%	42.57%	48.13%	20.54%	73.09%
Net Margin	12.41%	1.82%	11.57%	-2.36%	7.99%	-3.09%
Return on Equity	16.98%	16.98%	16.74%	-6.26%	9.73%	20.27%
Sales/Assets	0.73	0.79	0.54	1.38	0.86	1.08
Proj. Sales Growth (F1/F0)	3.31%	0.22%	3.13%	-8.65%	NA	NA
<b>Momentum Score</b>	<b>D</b>	-	-	<b>C</b>	<b>A</b>	<b>C</b>
Daily Price Chg	-0.44%	-0.22%	-4.39%	11.47%	-1.71%	-11.44%
1 Week Price Chg	-3.59%	-12.69%	-11.01%	-9.55%	-12.25%	-32.92%
4 Week Price Chg	-6.52%	-25.29%	-36.57%	-33.65%	-43.44%	-73.01%
12 Week Price Chg	-6.12%	-28.43%	-34.28%	-45.64%	-57.44%	-62.39%
52 Week Price Chg	25.36%	-51.52%	-27.95%	-71.31%	-72.11%	-71.64%
20 Day Average Volume	4,710,391	153,404	3,981,936	2,463,522	287,280	2,731,665
(F1) EPS Est 1 week change	0.00%	0.00%	-0.01%	0.00%	0.00%	-1.77%
(F1) EPS Est 4 week change	-1.70%	-0.85%	-0.85%	NA	0.00%	-1.77%
(F1) EPS Est 12 week change	-3.25%	3.50%	-1.70%	-200.00%	NA	10.26%
(Q1) EPS Est Mthly Chg	1.42%	0.71%	-0.88%	NA	NA	0.00%

## Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	F
Growth Score	D
Momentum Score	D
VGM Score	F

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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