

IN-STORE

Buccellati fetes flagship opening with one-off pieces, rare artwork exhibit

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Piece from Buccellati's Art collection

By JEN KING

Italian jewelry maison Buccellati is celebrating the opening of its new flagship boutique on New York's Madison Avenue with an in-store art exhibition.

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Located in a townhouse built in 1871, the boutique officially opened in December 2014, but Buccellati is tying in its latest high-jewelry collection to celebrate the occasion. Found within the radius of the Upper East Side's Historic District, the flagship represents tradition and modernity as Buccellati refreshes its visual identity.

"The new design blends the historic aesthetic of Buccellati with minimal details," said Andrea Buccellati, president and creative director of **Bucceallti**, Milan.

"The idea is to exhibit our product that is very intricate in design in a more simplistic setting," he said. "It incorporates many of Buccellati's existing boutique qualities including our classic golden glass vitrines, which are a symbol of Buccellati, but integrates additional contemporary details."

Wearable artworks

The 7,000-square foot space was designed by architects Tiziano Vudafieri and Claudio

Saverino of Vudafieri Saverino Partners. The firm is also behind the flagships of other luxury brands such as Tod's, Jimmy Choo and Emilio Pucci.

Buccellati's new flagship comprises five floors of the townhouse formerly occupied by French jeweler Mauboussin. For its decor, Buccellati and the architecture firm selected wood flooring, white and cream furnishings and neutral colors as well as modern artistic touches.

The first floor of the townhouse boutique will be dedicated to Buccellati's jewelry and watch lines along with select silver pieces. On its second floor, silverware and Buccellati's bridal rings, a new category for the maison, will be on display.

On the third floor, Buccellati will showcase vintage projects and historical items from its archives and will use this space to meet privately with consumers. A second meeting space, found on the fifth floor, is referred to as the "Buccellati Club," where the jeweler can host consumers for drinks or a meal.



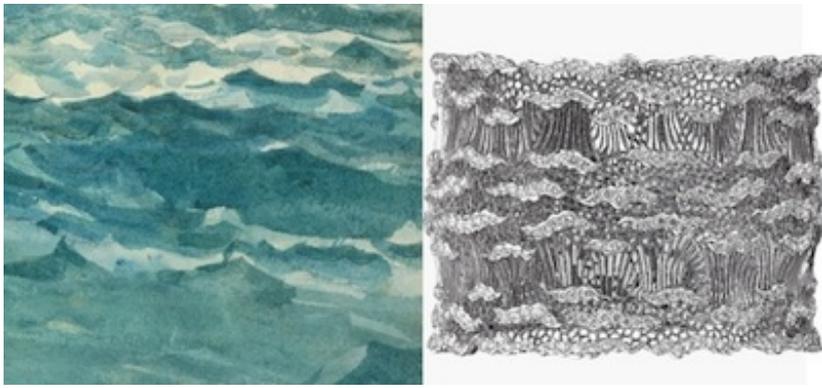
Buccellati's flagship interior, as seen on Forbes.com

Within the store as well is a fourth-floor gallery space where Buccellati will display its special collections. It is here that Buccellati will display its latest high-jewelry line, the Art collection.

For this collection Buccellati based five one-off pieces on five Impressionist and Post-Impressionist paintings. Lucrezia Buccellati, who served as co-creator alongside her father Andrea, and is the first female designer in the maison's history, was inspired by rare paintings owned by her husband gallery owner and art collector, David Wildenstein.

This cache of art included works by Claude Monet, Pierre Bonnard, Winslow Homer, Mikhail Larionov and Odilon Redon. Each of the five pieces honors Buccellati's traditional craftsmanship, with Ms. Buccellati designing two and her father the other two, while the fifth was a joint effort.

For example, Winslow Homer's "Light Blue Sea at Proust's Neck" resulted in a bracelet set with 663 round brilliant-cut diamonds, totaling 9.54 karats.



Buccellati's Winslow Homer-inspired bracelet

Claude Monet's "Tempête Sur les Côtes" inspired a pair of earrings while Mikhail Larionov's "The Spider's Web" resulted in a ring.

"These artists were selected because they were the masters of the art works in which we felt a true admiration for and that created a sense of emotion we wanted to portray in our designs," said Lucrezia **Buccellati**, co-designer of Buccellati, New York. "Those from the Impressionist and Post-Impressionist periods particularly inspired us.

"They evoked a very strong sense of emotion that we wanted to interpret in a modern way," she said.

Within the flagship's gallery space the rare paintings will be temporarily on display alongside their jewelry adaptations.

The jeweler has also produced craftsmanship videos that have been shared on its social accounts for added visual touchpoints.

Facebook post by Buccellati

To further promote the collection and Buccellati's new lease on its visual identity, the jeweler is hosting a creative contest on Pinterest with American actress Kelly Rutherford.

Consumers are required to follow both the brand and the actress on Pinterest prior to populating their own board with a personal vision of Timeless Blue, Buccellati's campaign surrounding its New York flagship store. Driving consumers to the brand's Pinterest page will not only boost social interaction, but also draw attention upon Buccellati's New York flagship grand opening event ([see story](#)).

In view

An artwork tie-in provides additional visual stimulation for consumers that does not always lead to a purchase, but instead creates an emotional connection that is likely to be remembered.

Similarly to Buccellati's artwork display, German label Hugo Boss heralded the reopening of its BOSS flagship store in New York's Shops of Columbus Circle with a public video installation exhibit and a branded hashtag in 2013 ([see story](#)).

Others have taken a digital approach. For example, British fashion label Burberry

celebrated the opening of its new Beverly Hills store with the first Los Angeles-based feature for its Art of the Trench social media campaign.

Burberry had photographers capture both emerging and established talent in Los Angeles wearing its iconic trench coat using iPhones. These photos could be viewed across Burberry's social media accounts, spreading word of the store opening indirectly through the portraits ([see story](#)).

Art is a defining element of Buccellati's signature works and explored often by the brand.

"Like nature, art has always been of main importance to the Buccellati brand as many of our designs have been inspired by Italian art specifically from Roman to Renaissance," Mr. Buccellati said. "However in order for any art to be truly inspiring it must create a certain emotion, a connection with us as designers for us to evoke these emotions into a creation."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/nKPxVnYUrYY>

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