

IN-STORE

Bergdorf Goodman, Gemfields team on one-off jewelry line

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Bergdorf Goodman x Gemfields ' by Kimberly McDonald

By STAFF REPORTS

New York-based department store Bergdorf Goodman is celebrating the recent renovations of its jewelry salon with a collection of one-off pieces.

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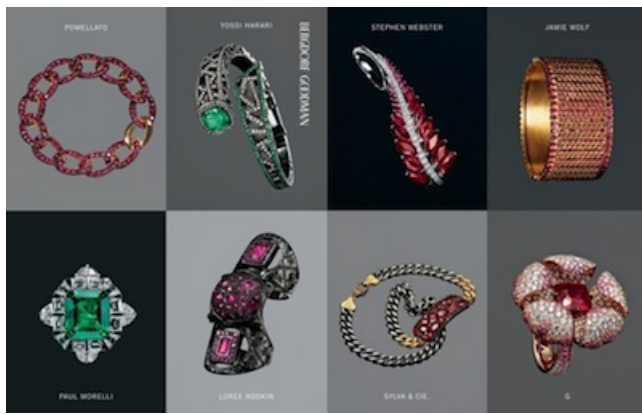
For the collection, Bergdorf partnered with colored-gemstone miner Gemfields to create one-of-a-kind pieces using the latter brand's Mozambican rubies and Zambian emeralds. By creating an exclusive collection, Bergdorf's top consumers have the opportunity to have a piece commemorating the jewelry salon's redesign.

Bejeweling Bergdorfs

Bergdorf's renovated jewelry department, the retailer's most notable renovation since the late 1990s, includes a viewing room to provide an intimate space for consumers interested in making a purchase. To keep the space's original charm, Bergdorf refurbished the salon's historic architectural details "to their original luster," while an incorporated "pearl grey" modernizes the area.

The collection created with Gemfields includes a range of one-of-a-kind and limited-edition pieces from the jewelry industry's top designers. The tapped designers were given "unprecedented" access to Gemfields' Mozambican rubies and Zambian emeralds to create a bracelet, ring, necklace, earrings and a full suite of their own design.

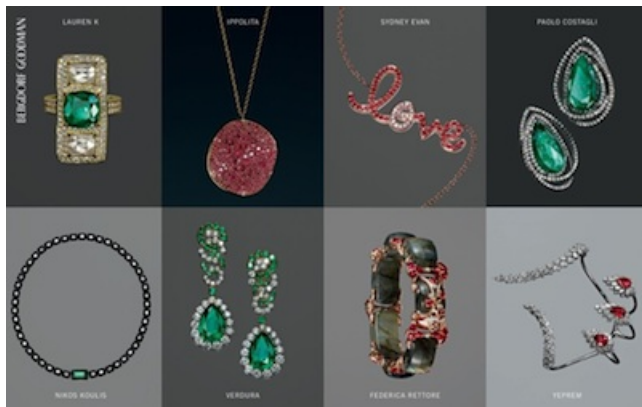
Participating designers include David Webb, Federica Rettore, G, Ippolita, Jamie Wolf, Kimberly McDonald, Lauren K, Loree Rodkin, Nikos Koulis, Paolo Costagli, Paul Morelli, Pomellato, Stefan Webster, Sydney Evan, Sylva & Cie, Verdura, Yossi Harari and Yeprem.



Bergdorf Goodman x Gemfields collection, as seen in the retailer's November magalog

"The participating designers were thrilled to work with Gemfields, after seeing the incredible quality of their colored gemstones," said Elizabeth von der Goltz, senior vice president and general merchandise manager of fine apparel, designer sportswear and jewelry at Bergdorf Goodman, in a statement. "The jewelry will undoubtedly be spectacular and this collaboration is the perfect way to launch our newly renovated jewelry salon. We plan to transform the 57th Street entrance into a grand gateway, further enhancing the world of jewelry at Bergdorf Goodman."

For Gemfields, this collaborative partnership marks the first time consumers will be able to shop a line of jewelry featuring the miner's gemstones at one retail location.



Bergdorf Goodman x Gemfields collection, as seen in the retailer's November magalog

Bergdorf Goodman has been the stage for a number of high-jewelry presentations.

In April 2014, the department store hosted an exclusive two-day display of an Atelier Swarovski jewelry and sculpture collection.

Designer Matthew Campbell Laurenza, who works under the label M.C.L., created 15 sculptures and 15 fine jewelry pieces encrusted with Swarovski gemstones, which were sold at Bergdorf. Swarovski does have an existing presence at Bergdorf, since designers incorporate its elements into their designs, but this gave the brand an outlet to showcase and spread awareness for the fine jewelry side of its Atelier Swarovski business ([see story](#)).