

IN-STORE

David Yurman expands retail presence to Hawaii

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David Yurman campaign image featuring Kate Moss

By STAFF REPORTS

U.S. jewelry brand David Yurman is among the recent brands to look toward Hawaii as a bridge between consumers in Asia and North America.

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David Yurman's first boutique in Hawaii, which recently opened, is located at Ala Moana Center in Honolulu, the state's premier shopping destination. The boutique's aesthetic draws inspiration from Hawaii's natural beauty and is a reflection of the jeweler's love of craft and design.

Island hopping

The expansive storefront mixes modern and natural materials such as stone flooring, "live edge" wood counters and artisanal bronze finishes. Together these create a warm and inviting environment.

To introduce the brand's ethos to consumers who stop in, David Yurman has included a "Heritage Wall," a gallery concept that shows off brand history and inspiration through the 30-year career of founders David and Sybil Yurman. The Heritage Wall uses images and archival pieces to show consumers how David, a sculptor, and Sybil, a painter, started their jewelry business at craft fairs in the 1970s.

David Yurman's new 1,950-square-foot shop will carry signature David Yurman collections such as Renaissance and Albion, and newer designs including Belmont. David Yurman timepieces, high-jewelry and the Wedding Collection will also be available at the Hawaii boutique.



David Yurman Ala Moana Center boutique

"We are so thrilled about opening our first store in Hawaii. These islands have long been a special place for David and me. The natural beauty inspires us, and the warmth of the people makes us feel so welcome," said Sybil Yurman, co-founder of David Yurman, in a statement.

The Ala Moana Center is home to brands such as Burberry, Cartier, Fendi, Michael Kors and Tod's. Department store chain Bloomingdale's opened its first location in Hawaii here as well on Nov. 12 ([see story](#)).

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