

EVENTS/CAUSES

Madison Avenue jewelers flaunt floral displays to benefit Central Park Conservancy

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Graff display for Platinum Jewels in Bloom; image courtesy of Central Park

By STAFF REPORTS

Chopard, David Yurman and Graff are among the Madison Avenue jewelers welcoming warmer weather with floral-themed displays in their storefront windows.

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"Platinum Jewels in Bloom," on until Feb. 13, sees the transformation of 18 boutiques into springtime oases, with scenes inspired by the blooms in nearby Central Park. As New York braces for some of its coldest temperatures this winter, having this memory of milder weather ahead may help lighten the spirits of passersby.

Baubles meet blooms

The 10-day floral show, presented by Madison Avenue Business Improvement District and sponsored by the Platinum Guild International, is supporting the Central Park Conservancy's Playground Partners. This organization funds the upkeep and maintenance of the park's 21 play areas.

Jewelers participating are located on Madison Avenue between 57th and 86th Streets. Pedestrians will be able to ogle jewels and greenery at Alexis Bittar, Asprey, CH Carolina Herrera, Chanel Fine Jewelry, de Grisogono, Faberg, Fred Leighton, Hueb Fine Jewelry, Ippolita, Kwiat Boutique, Lalique, Paul Morelli, Pomellato, Sidney Garber and Stephen Russell.

Honoring the theme, Graff is displaying emeralds and a diamond the color of the sky flanked by floral bouquets. Meanwhile, Fred Leighton's window features jewelry in the shape of dogwood trees, pansies and butterflies.



Promotional image for Platinum Jewels in Bloom

An enclave of luxury boutiques, Madison Avenue BID frequently brings its residents together for thematic celebrations.

Mulberry and Graff Diamonds are among the brands celebrating their British heritage stateside through the "Great Britain Campaign on Madison Avenue" initiative.

Organized by the Madison Avenue Business Improvement District, the Great Britain Campaign will highlight brands of British origins through special events and exhibitions. As one of the most famed high streets in the United States, Madison Avenue often curates events to showcase what it has to offer consumers as a way to drive foot traffic ([see story](#)).

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