

IN-STORE

Chaumet makes love connection in temporary Parisian exhibit

February 16, 2016



Chaumet's "Une Education Sentimentale"

By STAFF REPORTS

French jeweler Chaumet's Muse Ephmre is tackling the subject of the human heart and emotions in a pop-up exhibit.

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"Une ducation Sentimentale" takes consumers on a tour of some of the pieces throughout the house's history created for sentimental purposes, including gifts given at birth, engagement rings and anniversary presents. This celebrates the intimate role Chaumet has been invited to play in its clients' lives throughout its more than 200-year history.

Love story

Held from Feb. 6 through Sept. 24 at the brand's townhouse at 12 Place Vendme, the exhibit looks at all of the major life events that Chaumet has been part of.

From religious rites, including baptism charms, to items gifted surrounding romantic occasions, including morning gifts bestowed the day after a wedding, Chaumet is displaying the many times it is called upon to portray an emotion through jewelry. Through this, their jewelry boxes become part of universal rituals and experiences.

Chaumet uses photos and drawings to further show its place as a sign of affection.



Preview of the exhibit

To celebrate the exhibit, Chaumet has created a limited-edition Escapade de Chaumet collection, which is meant to capture the essence of a "stolen moment" in jewels. Yellow gold pieces embellished with diamonds are made in free waves that mimic the shape of a ribbon.

This is the second ephemeral exhibit from Chaumet.

The first, opened last September, "Promenade Bucolique," focused on 15 pieces of jewelry and watches that reflect natural themes, which has been a constant inspiration for the house throughout its history. These archival jewels were shown along with 500 models of tiaras, 55,000 drawings and 500,000 photos of pieces made since the 1800s ([see story](#)).

These exhibits allow the house to further its affiliation with Place Vendôme, where it was one of the first to settle in 1907.

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