

EVENTS/CAUSES

Van Cleef & Arpels highlights creativity via art fair exhibit

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Van Cleef & Arpels at TEFAF

By STAFF REPORTS

Jeweler Van Cleef & Arpels is showcasing its savoir-faire through an exhibition at The European Fine Art Fair (TEFAF) in Maastricht, Netherlands.

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The house has returned to the art fair for the 2016 edition, exhibiting a number of heritage and contemporary pieces in the haute joaillerie section. Widely regarded as the leading art show worldwide, TEFAF presents a platform for Van Cleef & Arpels to share its jewels with art enthusiasts.

Making an appearance

TEFAF Maastricht opened March 11 and will run through March 20. Within the show are sections dedicated to paintings, antiques, modern art, design, paper and more.

Exhibiting at the show are 275 galleries from 20 different countries. Last year's edition attracted 75,000 visitors.

Van Cleef & Arpels' exhibit pairs portraiture with jewelry pieces. The heritage pieces on display date from the 1920s to the 1980s, and the house conducted archival research to determine their authenticity.



Van Cleef & Arpels exhibit at TEFAF

These heritage pieces include an evening bag from 1962 made of yellow gold, platinum, diamonds and mirror and a necklace featuring yellow gold, diamonds and sapphires fashioned in 1970.

Showing the continuity of the Van Cleef & Arpels jewelry, a more recent piece from the house's collection inspired by the fairy tale *Peau d'âne* is also shown. This necklace references the mirror the protagonist takes with her on her journey with the inclusion of a 24.77-carat sapphire.



Necklace by Van Cleef & Arpels

Fellow jeweler Chopard will also be at the show, as will other luxury brands.

Again this year, BMW is continuing its support of the arts by partnering with The European Fine Arts Fair in Maastricht, Netherlands.

The 28th annual TEFAF will take place from March 13-22, and BMW will be offering a unique program of seminars and tours as well as providing transportation at the event. The automaker has taken on this partnership in previous years, and by continuing to support the fair, the brand is highlighting its commitment to cultural engagement outside of its commercial sphere ([see story](#)).

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