

JEWELRY

Chaumet explores tiaras' lasting impact for Assouline slipcase set

May 23, 2016



Chaumet Josphine "Aigrette impriale" tiara

By STAFF REPORTS

LVMH-owned French jeweler Chaumet's influence on the popularity of tiaras is the subject of a new book set published by Assouline.

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Part of a larger three-piece series, the Chaumet tomes recount the jeweler's history with books dedicated to its flagship boutique on Place Vendme in Paris, how tiaras became synonymous with its brand and ways in which flora and fauna have been incorporated into its designs. Coffee table books, especially common in the luxury sector, allow consumers to appreciate a brand's craft without a pricy investment.

Tomes of tiaras

Assouline has dedicated three volumes to Chaumet as part of the publisher's Mmoire series.

In the first book of the set, "Vendme, Birthplace of a Legend," concentrates on Chaumet's heritage. Chaumet is credited with establishing Paris' Place Vendme as the hub of high-jewelry, after opening its workshop at 12 Place Vendme in 1812.



Chaumet slipcase book series published by Assouline

The second volume, "The Art of the Tiara" looks closely at the decorative headpiece as well as the relationship Chaumet had with Empress Josphine, first wife of Napolon, in the early 1800s.

Chaumet, now synonymous with tiaras, designed the pieces, adorned with diamond leaves and flowers, worn by Empress Josphine during her reign as the first empress of France. The first Chaumet pieces were designed by brand founder Marie-tienne Nitot to celebrate her marriage to Napolon ([see story](#)).

The brand choose to explore this relationship in 2010 with the creation of the Josphine Collection. Pieces in the collection were inspired by the Empress' Chaumet jewelry and included a diadem, a type of ornamental headband, a tiara and an aigrette, a tufted crest affixed to a headdress.



Chaumet's Josphine "Eclat Floral" set: a bracelet, tiara and earrings

Since its founding in 1780, Chaumet has designed more than 2,000 tiaras.

Assouline's last volume in the Chaumet series focuses on the jeweler's use of flora and fauna in its pieces.

The Chaumet Mmoire box set includes text written by publisher and author Alexis Gregory, jewelry historian and Financial Times' How To Spend It contributing editor Vivienne Becker and writer and watch expert, Fabienne Reybaud.

Assouline's slipcase book series will be available as of July 4 and will retail for \$75 per set.

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