

JEWELRY

## Graff celebrates Place Vendme opening with namesake diamond

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*Graff Vendme diamond*

By STAFF REPORTS

British jeweler Graff Diamonds is showing its capabilities to unleash the natural beauty in a diamond with the reveal of a 105.07-carat stone.

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Graff's gemologists carefully analyze the diamond in the rough, mapping which cuts would work best for the stone. The result is the Graff Vendme, a D Flawless pear shaped diamond commemorating the brand's new store on the Parisian street.

Cut above

The first step when Graff acquired the stone was to use a computer program to map the proportions and internal flaws in the diamond.

After an analysis from the brand's gemologists, the stone was passed to Graff's master cutters. From laser cutting the stone to the right shape and polishing, the process took a number of months.



*Graff Vendme workshop*

The Graff Vendme is the largest cut and polished diamond in Graff's history. Surrounding the stone are 12 satellite diamonds, the largest of which is 17.1 carats.

Graff's store on Place Vendme was designed by frequent luxury brand collaborator Peter Marino. Featuring a

feminine color palette of pale green, gray and gold, the boutique has arched floor to ceiling mirrors and Zebrano wood display desks.

Located next to the Ritz Paris hotel, Graff's store is the brand's first in Paris.



*Graff's Place Vendôme boutique*

Luxury brands frequently tie a special project to their boutique openings to draw attention.

Italian atelier Fendi is adding art appeal to its Munich store opening with a Baguette designed by Japanese painter Hiroshi Senju.

Mr. Senju is known for his large paintings of waterfalls, which ties into Fendi's exhibition in Munich featuring photos of fountains in Rome taken by creative director Karl Lagerfeld. Having an exclusive art piece or item for a store opening helps a brand attract foot traffic, as consumers visit to see the one-of-a-kind work ([see story](#)).

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