

JEWELRY

Chanel spurs individualized jewelry styling at Bergdorf Goodman pop-up

September 7, 2016



The Jewel Box at Bergdorf Goodman, a Chanel fine jewelry pop-up

By STAFF REPORTS

French atelier Chanel is sharing its stylistic vocabulary with New York-based retailer Bergdorf Goodman's consumers via a four-day pop-up.

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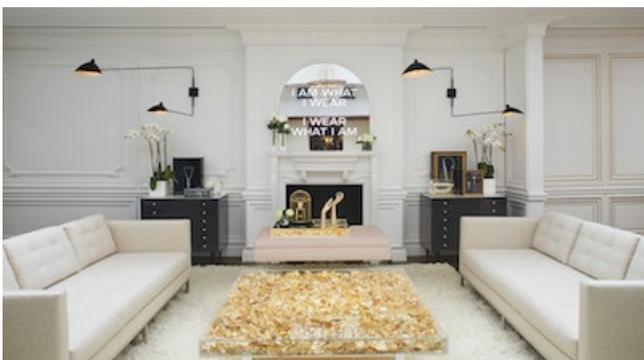
The Jewel Box will be open Sept. 7-11, and will introduce Bergdorf Goodman consumers to Chanel's latest Coco Crush jewelry collection for fall. Bergdorf Goodman is known for its curated selection of the finest luxury goods, making its Chanel pop-up well-suited and of interest amid its affluent consumers.

Chanel's jewelry box

The department store has recreated a Parisian apartment on its seventh floor for the staging of Chanel's The Jewel Box.

Described as an "unexpected residential space," The Jewel Box is meant to be inviting and comfortable. This intimate setting allows for product discovery that does not read as pushy or sales driven, but places an emphasis on the experience.

The Jewel Box features design elements of an 18th century Parisian apartment but is dotted with modern decor. The space features neutral-colored walls with traditional moldings seen in Paris as well as bookcases and furnishings.



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Decor includes a lacquered jewelry box overflowing with strings of pearls and bangle bracelets as well as perfume bottles and floral arrangements that make use of brand founder Gabrielle "Coco" Chanel's favorite blooms.

Overall, The Jewel Box exudes the heritage of the Chanel house through motifs. These motifs such as Camellia flowers, comets, lions, stars and feathers are also represented in Chanel's fine jewelry collections.

Chanel has turned to Bergdorf Goodman in the past to explore different brand facets.

For instance, Chanel reached out to younger consumers via a temporary display on retailer Bergdorf Goodman's 5F contemporary department in 2014.

Based on Chanel's fall/winter 2014 advertising campaign "Coco Coach," the pop-up resembled a sports club and carried ready-to-wear, handbags, sunglasses, costume jewelry and its then-new sneaker collection. Because of the line's casual appeal, it allowed the brand to reach a contemporary consumer during its limited-time appearance ([see story](#)).

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