

JEWELRY

Cartier ensured flagship overhaul preserved historical integrity of mansion

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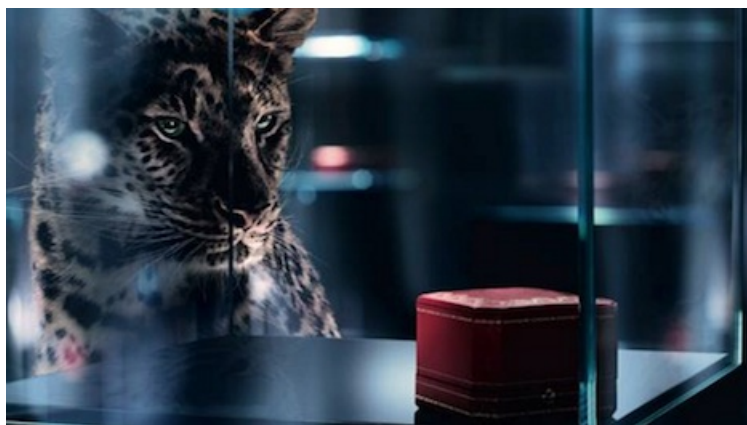


Image courtesy of Cartier

By STAFF REPORTS

French jeweler maison Cartier's flagship on Fifth Avenue has officially opened after a two-year renovation period.

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While Cartier revamped its flagship at 653 Fifth Avenue, the jeweler moved slightly further up the New York high street to a storefront on 767 Fifth Avenue, a distance of only seven blocks. For the overhaul of its iconic New York flagship, Cartier worked with Dickinson Cameron Construction, a firm specializing in luxury retail.

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Cartier's flagship on Fifth Avenue occupies a former mansion that the brand traded a pearl necklace, valued at \$1 million, for in 1917. The jeweler closed the store in 2014 to prepare for a massive renovation, led by Dickinson Cameron Construction ([see story](#)).

In addition to the Fifth Avenue mansion the flagship's renovations also saw the merging of a neighboring landmark townhouse. Combining the two properties has resulted in the largest Cartier boutique in the world.

With renovations now complete, Cartier's flagship occupies four floors and has doubled the retail square footage to more than 44,000 square feet.



Email sent to Cartier subscribers announcing the grand reopening

Referred to as "the retail world's most glamorous boutique," the redesign also created rooms named after some of its most famous clients, such as Elizabeth Taylor, Grace Kelly and Gary Cooper.

DCC worked in collaboration with design architect Thierry W. Despont and project architecture firm Beyer Blinder Belle to ensure the integrity of the mansion was protected.

Keeping the original design features of the store intact was important to Cartier. For example, turn-of-the-century millwork was salvaged and reused throughout the boutique, similar to how it was originally.

The flagship also includes a grand staircase and ground level stone flooring imported from Spain.

Cartier officially reopened at 563 Fifth Avenue on Sept. 14.

"We are honored for the opportunity, and proud of the part we played in bringing this beautiful historic building back to life," said Frank Naliboff, CEO of Dickinson Cameron, in a statement.

DCC has worked with Cartier on 20 retail projects over the span of more than a decade.

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