

JEWELRY

Boodles works with de Gournay for gilded butterfly wallpaper

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Papillon by Boodles and de Gournay

By STAFF REPORTS

British jeweler Boodles is exploring concepts of art, craft and beauty in a collaboration with a fellow family-owned brand.

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For "Papillon by Boodles and de Gournay," the jeweler and home interiors brand, known for its hand painted wallpapers, have created a butterfly-themed suite of jewelry and matching decor. By combining their collective expertise, Boodles and de Gournay are likely to attract enthusiasts of both brands, especially those who wish to incorporate a favorite house to many aspects of their lives.

British excellence

Papillon by Boodles is a butterfly-themed suite including a collar, cuff and ring fitted with rare yellow and cognac diamonds set in yellow gold.

"I was looking for gems that would really say something – capture a mood that could be translated through both the jewelry and the wallpaper design," said Jodie Wainwright, director of Boodles, in a statement. "This particular collection of stones stood out to me due to their subtle tonal variations in color – they had warmth and a uniqueness that felt fitting for this special partnership."

The bespoke wallpaper created by de Gournay features a "collection of autumnal treasures" such as metal leaf and jewel-encrusted motifs to create the brand's signature chinoiserie scene.



Papillon by Boodles and de Gournay bespoke wallpaper

De Gournay's wallpaper for Boodles was designed and painted by hand using pearlescent pigment with gilded white gold, silver and 22-carat yellow gold accents. The paper used is 100 percent finely woven silk.

Designer Jemma Cave found inspiration not only in the Papillon jewelry suite, but also Boodles' signature jewelry motifs and the jeweler's archive. These inspirations along with her knowledge and understanding of de Gournay create a narrative representative of both brands.

"It has been a wonderful experience to link two luxury British brands by creating a bespoke hand painted wallpaper design inspired by Boodles' latest collection, which also references iconic motifs from the Boodles archives," said Hannah Cecil Gurney, director of de Gournay, in a statement. "It was an effortless fit of two like-minded brands committed to artistic excellence and the highest quality."

Boodles has worked with other British luxury brands on decor-minded collaborations.

For instance, Boodles partnered with Fairmont-managed hotel The Savoy in London to bring a romantic touch to its holiday 2015 decor.

The 15-foot-tall tree was decked in Boodles' soft pink hue, with motifs reflecting its Blossom fine jewelry collection and gift boxes, pink bows and Christmas crackers hanging from the branches and teasing the possible diamond baubles inside. For Boodles, this was an opportunity to spread the message of love, positioning its brand top-of-mind during engagement season ([see story](#)).

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