

JEWELRY

Chaumet delves deeper into bridal category with dedicated salon

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Still from Chaumet's The Triumph of Love film

By STAFF REPORTS

LVMH-owned Chaumet is taking its role as the "jeweler of feelings" to the next level with the opening of a dedicated bridal boutique.

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For more than 200 years, Chaumet has created tiaras and bridal sets as well as engagement rings and wedding bands for its clients, who range from royalty to affluent consumers. The jeweler's association with bridal baubles has included pop-ups, book publishing and mobile applications to assist in finding the perfect Chaumet piece for an engagement.

Nuptial ready

Chaumet's bridal boutique is found at 12 Place Vendôme, neighboring the jeweler's Paris flagship. The flagship space formerly served as a venue for Chaumet pop-ups.

Designed by Elizabeth Leriche, the bridal salon features gray tones with accents of mother-of-pearl. On display will be pieces from the Frisson, Josphine and Liens collections.

Chaumet's Josphine collection, for instance, launched in 2010, was inspired by the tiaras adorned with diamond leaves and flowers that it designed for Empress Josphine as the first empress of France in the early 1800s. The first Chaumet pieces were designed by brand founder Marie-tienne Nitot to celebrate Josphine's marriage to Napoleon Bonaparte ([see story](#)).

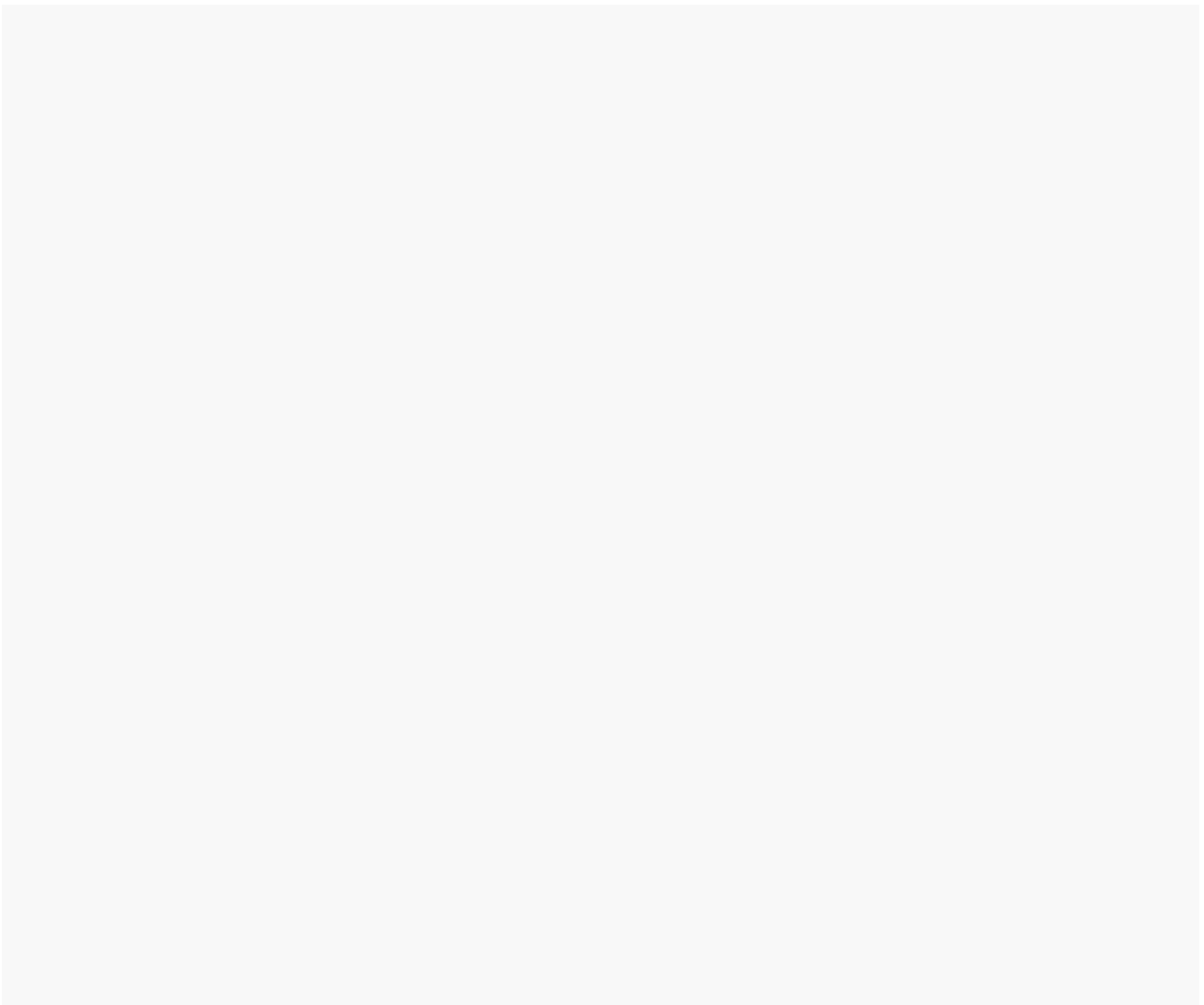


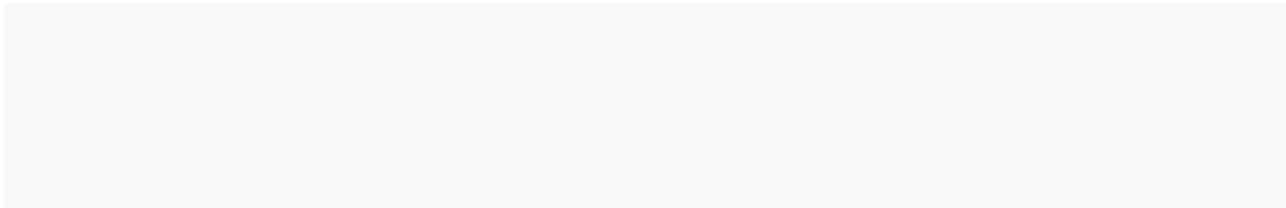
Josphine collection suite by Chaumet

The dedicated bridal salon will display Chaumet pieces under cases and bell jars. A neon sign reading, "Love Is a Diamond" is also displayed. The jeweler will also screen its Parisian romance film, "The Triumph of Love," within the store ([see story](#)).

To celebrate its opening, Chaumet has designed a one-of-a-kind ring, Le Sacre de l'Amour, to pay homage to its relationship with Napolon and Josphine. Priced in the millions, Chaumet's ring features a 25.86-carat fancy intense yellow diamond.

In addition to bespoke orders, Chaumet's bridal salon will have private rooms to host future brides, enabling a bride-to-be to try on her jewelry while wearing her wedding dress, without fear of her beau catching a sneak peek.





Love is in the air at 12 Place Vendme! Two days to go before the opening of the new Chaumet Bridal shop.

#Chaumet #Bridal #12Vendome

A video posted by Chaumet (@chaumetofficial) on Sep 22, 2016 at 2:20am PDT

Chaumet will also coordinate with consumers looking for experiential engagement proposals with personalized services such as river boat rides on the Seine or a picnic at Josphine's former home, Chteau de Malmaison.

Also, Chaumet will open its the 18th century rooms above the boutique for consumers interested in a romantic engagement or bridal photo opp.

While exact numbers have not been shared publicly, bridal sales account for a "very significant" portion of Chaumet's revenue.

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