

JEWELRY

## De Beers finalizes relocation to Madison Avenue

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*Inside De Beers' Madison Avenue boutique*

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By STAFF REPORTS

Jeweler De Beers is unveiling a new store concept to the U.S. market with the opening of its latest boutique.

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Earlier this year, De Beers announced it would be relocating its New York store on the city's busier Fifth Avenue in favor of a storefront on the quieter Madison Avenue ([see story](#)). Officially opened on Dec. 7, the two-story boutique puts the brand's diamond heritage front and center, with furnishings, touchpoints and services that revolve around the precious stone.

### Moving to Madison

De Beers' boutique sits between 63rd and 64th Streets in a townhouse on the Upper East Side of Manhattan.

At the entrance to the 2,153-square-foot space is a rock crystal chandelier, evocative of the retail concept of warmth and light. Working with artisans, De Beers customized the boutique's interior with details such as a curved wall and curated textiles.



### *De Beers boutique on Madison Avenue*

De Beers designed the space to be eco-friendly, with touches such as low power supply lighting and oak harvested from sustainably managed forests.

Consumers who visit the store will be able to browse high-jewelry and other collections on the main floor, while the second story is dedicated to bridal. The wedding and engagement collections are displayed in a round counter, encouraging discovery.

Customers can have a more intimate shopping experience in private rooms, or customize a diamond solitaire ring through De Beers' For You, Forever service.

The digital De Beers Iris gives shoppers background on the brand's diamond selection, illustrating what experts see in the chosen stones. Consumers can also hold a rough diamond in their hand, experiencing what the unaltered stone feels like.

Among the guests that turned out for the store opening affair was a 109-carat type II A rough diamond.

"We are delighted to unveil our new home on Madison Avenue in New York, an address representing better the positioning of our brand and customer experience," said Francois Delage, CEO of De Beers Diamonds Jewelers in a brand statement. "We have designed this new space with our clients in mind to fully express our brand's uniqueness and convey our century old diamond understanding in a friendly setting.

"Through this beautiful space dedicated to our craft, we invite our clients to an intimate and personal experience where expertise meets emotion," he said. "It is also a strong signal to the U.S. market and our customers."

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