

JEWELRY

De Grisogono furthers US development with new partnership

February 10, 2017



Image courtesy of de Grisogono

By STAFF REPORTS

Switzerland's de Grisogono has entered a partnership with jewelers DLK to bring creative high-jewelry to the United States.

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Through its partnership with DLK, owned by David and Lisa Klein, de Grisogono will be closer to its goal of increasing its involvement with high-jewelry and precious stones. Partnering with DLK will enable de Grisogono to develop its brand activities in the U.S. as well.

US strategy

The Kleins bring to de Grisogono their joint expertise in diamonds, precious stones and high-jewelry.

Prior to the partnership, the Kleins ran jeweler Leviev's U.S. business. The pair ended that relationship before inking the new de Grisogono agreement.

"Our focus has always been and continues to be sourcing the best diamonds in the world, manufacturing the world's most beautiful stones and crafting the world's most extraordinary jewelry," Mr. Klein said in a statement for de Grisogono.

"This partnership with de Grisogono will continue to bring our clients the world's most amazing high-jewelry pieces and diamonds, like we have always done," he said.

Mr. Klein has been named de Grisogono's U.S. president, while Ms. Klein will serve as the jeweler's vice president.



Image courtesy of de Grisogono

"This is a very exciting time for us after developing the brand in the U.S. for over 15 years. The partnership with David and Lisa Klein will enable us to join forces with a key player in the jewelry business," said John Leitao, CEO of de Grisogono.

"This is a great opportunity for de Grisogono to further enhance its unique positioning and unlock its full potential in the U.S.," he said. "We look forward to a fruitful and long-term relationship."

De Grisogono's plans for the U.S. market for the year ahead include bringing its Madison Avenue boutique to a new, nearby location this coming fall.

In its marketing, de Grisogono has demonstrated its expert capabilities as a young jeweler.

For example, the Swiss jeweler highlighted the potential of its latest acquisition, one of the 30 largest rough-cut diamonds ever found.

The 404-carat stone holds with it a rare opportunity, since de Grisogono will be able to be a part of the decision process for the cutting of the precious gem, whereas traditional jewelry making relies on precut, already polished stones. While this diamond will be fashioned into only one piece, the brand is taking the stone out of the vault for its entire audience, allowing its message of craftsmanship to extend beyond the diamond's eventual owner ([see story](#)).

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