

JEWELRY

## Boucheron preserves, perpetuates Place Vendme heritage via restoration project

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*Boucheron's flagship is at 26 Place Vendme*

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By STAFF REPORTS

Kering-owned Parisian jeweler Boucheron will usher in its approaching 160th anniversary by renovating its Place Vendme flagship.

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Boucheron has called 26 Place Vendme home since 1893 when the space was selected by brand founder Frederic Boucheron to display his designs. When Boucheron moved into its maison and opened its boutique, the brand became the first contemporary jeweler to open in Place Vendme, now synonymous with high-jewelry.

### Historical homes

Nicknamed the "mansion of light," Boucheron has filed for a building permit from Paris City Hall to begin renovations and restoration efforts at 26 Place Vendme.

The renovation project will be led by chief architect for historical monuments Michel Goutal. Kering will back the project financially.

Mr. Goutal and the Boucheron team aim to highlight the architecture and original volumes of 26 Place Vendme, part of which is listed as a historical monument. The space was originally the Htel de Noc before Boucheron took over.



*Boucheron then and now at 26 Place Vendôme*

All renovations will be fully compliant with current standards, particularly environmental regulations. Kering is actively committed to ensuring all of its brands operate within environmental and sustainable guidelines.

Kering chairman and CEO Francois-Henri Pinault holds a vision that "luxury is both solidly rooted in heritage and in constant motion – an audacious form of luxury that is free in its choices and builds a bridge between history and creativity."

The conglomerate and its fashion house Balenciaga both house their head offices at 40 rue de Sèvres in Paris, formerly the location of Laennec Hospital from 1634 to 2000. Kering and Balenciaga recently moved into its new offices at 40 rue de Sèvres after extensive restoration efforts to protect the historic building complex, which includes a chapel built during Louis XIII's reign.

Seeking to respect the architectural and historic integrity of the property, Kering worked with Benjamin Mouton, France's chief architect for historic monuments. The restoration project involved 17th and 18th century buildings, many of which are classified and listed as historic spaces by France ([see story](#)).

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