

JEWELRY

David Yurman serves as author for publishing debut

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David Yurman Cable bracelets. Image credit: David Yurman

By STAFF REPORTS

U.S. jewelry David Yurman is paying homage to its iconic cable motif in print.

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David Yurman Cable, the brand's first book, delves into the history of the style through text, sketches and photography. Originally introduced more than three decades ago, cable has become a brand signature.

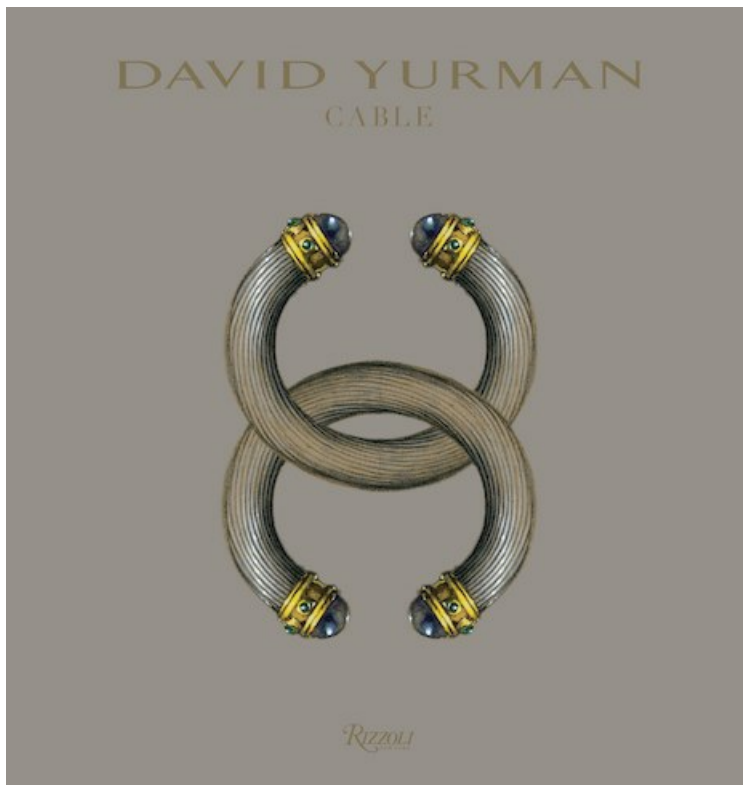
In print

David Yurman Cable was authored by the brand's namesake founder. The book also features contributions from Paul Greenhalgh, director of the Sainsbury Centre for Visual Arts at the University of East Anglia; fashion stylist and editor Carine Roitfeld and William Norwich, a writer and editor on topics such as fashion and interior design.

The 216-page volume includes 150 photos as well as never-before-seen sketches by Mr. Yurman.

"Cable is the river that runs through all of our collections," Mr. Yurman is quoted as saying.

Published by Rizzoli, the book will be released in November.



Cover of David Yurman Cable. Image courtesy of David Yurman

In 2014, David Yurman feted the 30th anniversary of its signature cable bracelet with a three-part limited-edition capsule collection to appeal to both enthusiasts and aspirational consumers.

The Cable Celebration collection features three tiers of prices to ensure that a wider range of consumers can have access. Also, a variety of color, style and metal options will further expand the reach of the collection ([see story](#)).

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