

JEWELRY

Boucheron begins restoration of historic Place Vendme flagship

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Kering-owned Boucheron has called Paris' 26 Place Vendme home since 1893. Image credit: Boucheron

By STAFF REPORTS

French jeweler Boucheron is letting nature take its course as it renovates its historic mansion at 26 Place Vendme in Paris.

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Ahead of its 160th anniversary in 2018, Boucheron's parent Kering Group, with the assistance of Michel Goutal, chief architect for historical monuments, has started renovations at the jeweler's flagship. The illustrious address has been Boucheron's home since 1893 when founder Frdric Boucheron became the first jeweler to open in Place Vendme.

Boucheron's "Grey Garden" grows

Kering's renovations of the Boucheron mansion aims to highlight the architecture and original volumes of the building. The location was originally named Htel de Noc, part of which is now listed as a historical monument ([see story](#)).

As with Kering's restoration of other Parisian buildings, such as 40 rue de Svres, formerly the Laennec Hospital and now Kering's headquarters ([see story](#)), the Boucheron renovations will be fully compliant with all current environmental standards.

The renovation reflects Kering chairman and CEO Francois-Henri Pinault's vision of a "luxury that 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."

In the meantime, Boucheron has wrapped the flagship's exterior facade to create the appearance that the mansion has been abandoned. The building wrap includes ivy and overgrowth, as well as tree limbs that appear to come in and out of broken windows.



Boucheron's cat Wladimir appears at the bottom of a stairwell. Image credit: Boucheron

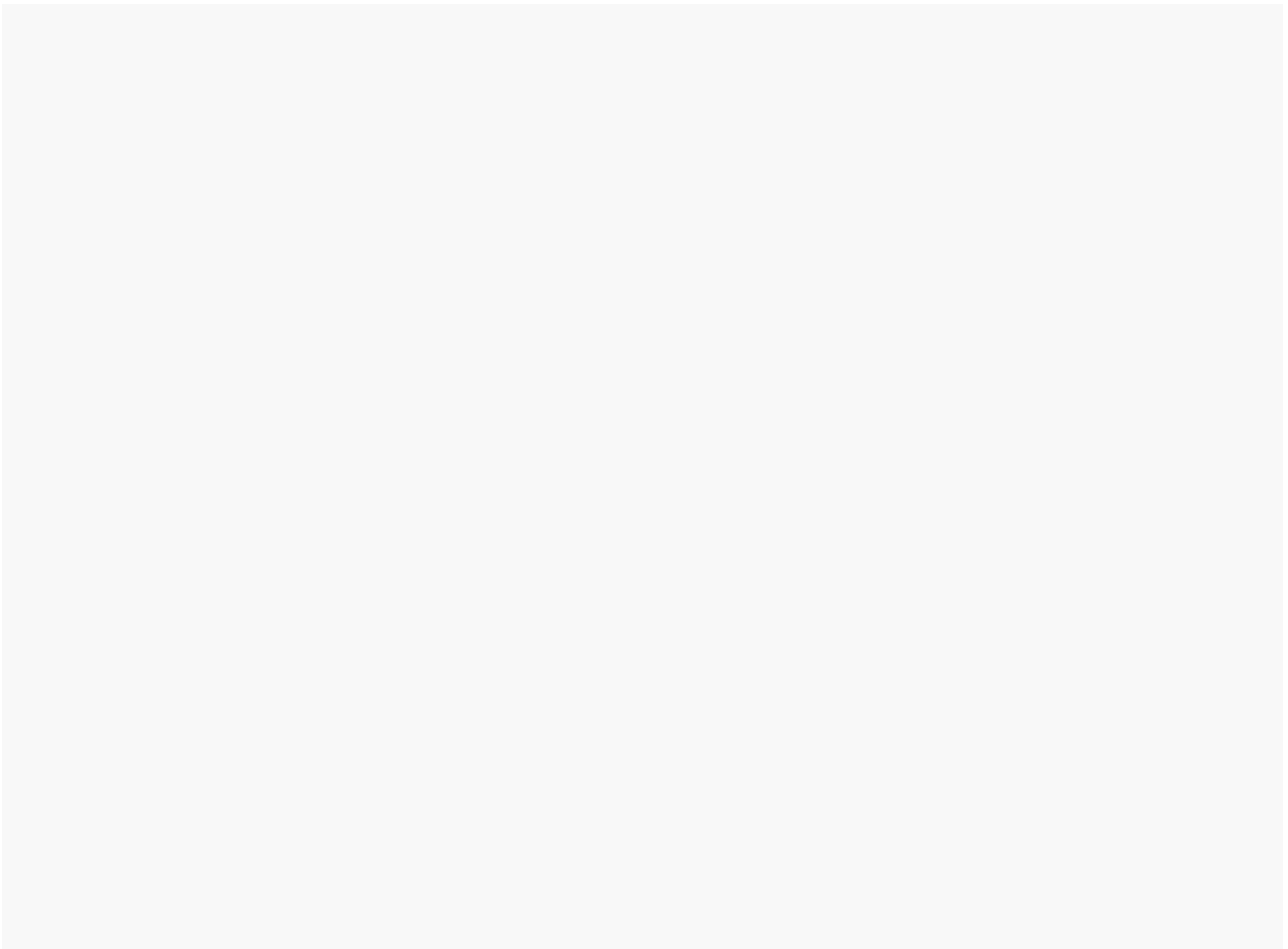
When the building's facade is looked at closer, Boucheron skipped on no detail. The temporary decoration of the building includes peeling paint, broken glass, graffiti, rust and debris on the floor as if it has been decades since the boutique was in use.

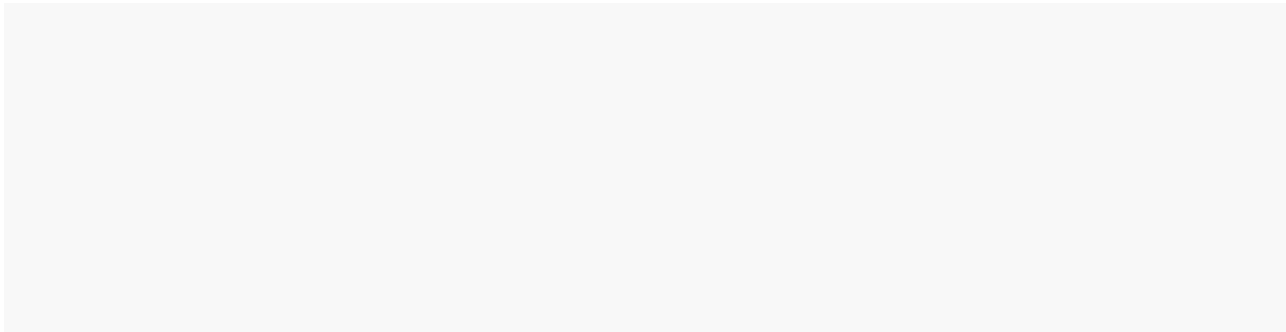
A portrait of Mr. Boucheron and the brand's legendary cat Wladimir, placed somewhere in the branches, are also included in the building wrap.

Kering also put a placard in French, English and Chinese to tell consumers of its project. The placard reads:

"Kering is renovating Maison Boucheron's iconic boutique, an important feature of historic Paris, part of which is listed as a historic monument.

"Committed to a concept of luxury that is audacious and solidly rooted in its heritage, Kering wishes to perpetuate the history and the spirit of creativity that flows through these premises."





Leading up to the Maison's 160 anniversary in 2018, our historic Vendôme boutique is being refurbished. During the renovation, the Hôtel de Noc is taking on the surprising shape of an abandoned building won over by nature. Have you found our legendary cat Wladimir hiding in the branches? #NatureTriomphante #WhereIsWladimir #26Vendôme

A post shared by Boucheron (@boucheron) on Nov 29, 2017 at 9:07am PST

During the renovation, Boucheron's salon selling space will be reduced to account for the work being done. But, the jeweler will host a pop-up shop within its boutique that brings the overgrown theme of outside indoors.

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