

JEWELRY

Van Cleef & Arpels opens first Vancouver store

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Van Cleef & Arpels' Vancouver boutique. Image courtesy of Van Cleef & Arpels

By STAFF REPORTS

French jeweler Van Cleef & Arpels is expanding its retail presence in Canada with the opening of a Vancouver, British Columbia boutique.

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This latest store marks the Richemont brand's second outpost in the country, following Van Cleef & Arpel's June 2016 opening in Toronto. Within the luxury business' broader moves into Canada in recent years, jewelers in particular have been adding or establishing their presence in the nation.

Canadian expansion

Located at 1069 Alberni St., Van Cleef & Arpels' new boutique is two stories. With about 43,000 square feet of space, the store is the jeweler's second largest in the Americas, following its New York maison.

Reflecting the jewelry retailed, the boutique's faade features golden curtains behind glass windows. Inside the store are touches such as Murano glass chandeliers, velvet drapes and gold leaf wall paneling.

This location will display classic collections such as Alhambra and Cadenas, whose origins date back to 1968 and 1935, respectively. The Cadenas timepiece, which features a dial visible only to its wearer, was originally created for the Duchess of Windsor.

Allowing for a more intimate shopping experience, the second floor features a private salon and library, accessible by an Art Deco staircase.



Van Cleef & Arpels' Vancouver boutique. Image courtesy of Van Cleef & Arpels

"Our new boutique in Vancouver is an important next chapter for Van Cleef & Arpels as we continue to reinforce our presence in Canada," said Alain Bernard, president and CEO of Van Cleef & Arpels, Americas, in a statement. "Vancouver is a key city for us, we are looking forward to opening our boutique doors and sharing the maison's creations, heritage and virtuoso craftsmanship with its thriving community."

In June, Swiss watchmaker Vacheron Constantin opened its first boutique in Canada as part of its larger expansion in North America. The Richemont-owned brand set up shop in Toronto's Yorkdale Shopping Centre, joining brands such as Bulgari, Montblanc and David Yurman in the upscale mall ([see story](#)).

This attention is strategic, as a report from Bain and Altagamma called Canada one of the "bright spots" in the Americas this year, with the nation key in driving the region's growth ([see story](#)).

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