

JEWELRY

Boucheron celebrates 160 years with historical exhibition in Paris

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Boucheron's Vendrama celebrates the brand's 160-year history. Image credit: Boucheron

By DANNY PARISI

French jeweler Boucheron is celebrating its 160th anniversary with an exhibition dedicated to the history of the brand and its founder, Frdric Boucheron.

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Boucheron's "Vendrama" experience is a portmanteau of the words panorama and Place Vendme, the street where the brand is headquartered, and features exhibitions from throughout the brand's 160 years of service. The exhibition focuses especially on innovation and the experimental new ideas pursued by Mr. Boucheron and the house he left behind after his death.

Vendrama

Boucheron was founded in 1858 as a small atelier with a focus on jewelry in Palais-Royal in Paris.

Now, 160 years later, the Kering-owned jeweler is one of the biggest names in high-end jewelry. To celebrate this, the brand is opening an exhibition that commemorates the brand's long history of innovation.

From January 12-28, Boucheron will host Vendrama, a large-scale celebration of Boucheron's history in the Jardin Mansart, a private residence outfitted with pieces and elements of Boucheron from throughout the decades.



JAN. 12-28

FREE EXHIBITION, FREE ADMISSION.
FOR AN OPTIMAL EXPERIENCE, THE EVENT IS SUBJECT TO HOURLY
QUOTAS. FOR PRIORITY ACCESS ON THE DAY OF YOUR VISIT, BE SURE TO
BOOK YOUR PLACE NOW.

Boucheron's 160th anniversary exhibition is free. Image credit: Boucheron

In addition to the pieces on display, visitors will be able to partake in interactive exhibitions, such as painting their own sketch of the brand's famous Question Mark necklace and watching interactive videos about the process of designing and creating a piece of Boucheron jewelry.

The exhibition is meant to give visitors an inside look at the long history of Boucheron as well as foster an appreciation for the work and care that has gone into creating designs over a century and a half that remain consistent while still being daring and bold with each new season.

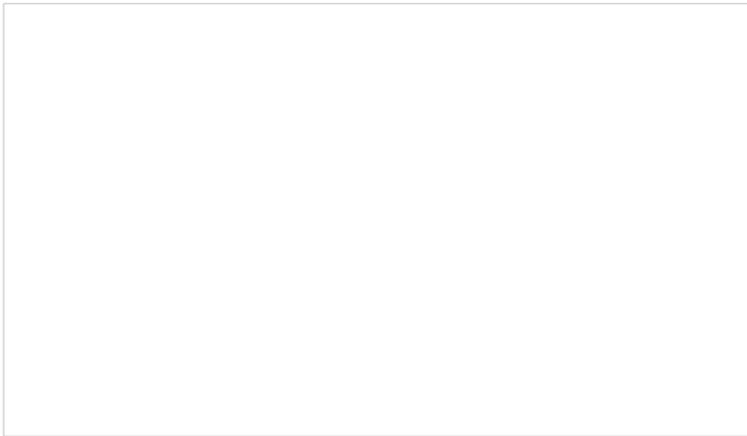
Mining history

The luxury business is no stranger to brands mining their own long histories for experiences.

Swiss watchmaker Tag Heuer celebrated its 150th anniversary with a two-week, 10 city exhibition showcasing some of the LVMH-owned brand's classic designs and models.

Tag Heuer's "Globetrotter" exhibition ran from Sept. 16-22, stopping in different markets where the watchmaker has a retail presence. Globetrotter is a part of Tag Heuer's larger strategy of embracing its history as a legacy brand and leveraging that heritage to attract new customers ([see story](#)).

Similarly, to celebrate its 180th birthday, U.S. jeweler Tiffany & Co. launched a new signature fragrance inspired by the company's long history.



Boucheron's founder Frdric Boucheron. Image credit: Boucheron

Available around the world beginning Oct. 1, Tiffany's namesake fragrance was designed in collaboration with perfumer Coty Inc. Before its global market debut, Tiffany launched the fragrance exclusively through its own store channels beginning in early August ([see story](#)).

Boucheron's new exhibition comes just after the brand completed a large renovation of its iconic flagship store at Place Vendme.

Ahead of its 160th anniversary, Boucheron's parent Kering, with the assistance of Michel Goutal, chief architect for historical monuments, began 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 ([see story](#)).

With Vendrama about to kick off, Boucheron is banking on its pedigree as one of the oldest jewelers in Paris to coax customers into a lavish exhibition, educating people on the brand's history and process as well as hopefully creating a few new customers along the way.