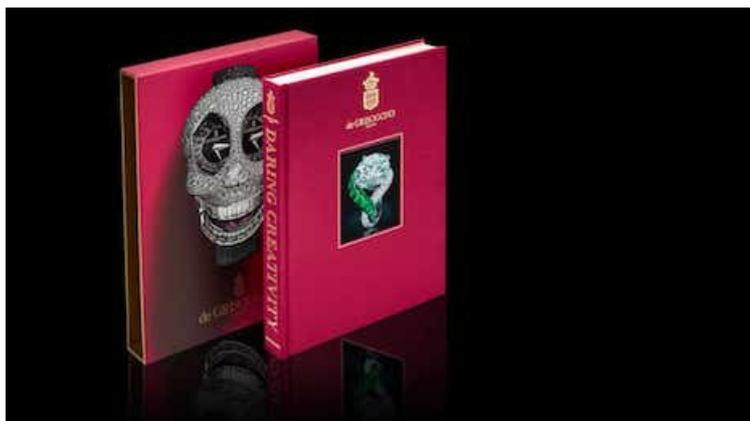


JEWELRY

De Grisogono tome fetes quarter-century of daring creativity

January 12, 2018



De Grisogono: Daring Creativity was written by Vivienne Becker. Image credit: Assouline

By STAFF REPORTS

Swiss jeweler de Grisogono is exploring the craft and vision of its founder in a new book published by Assouline.

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De Grisogono was founded in 1993 by Fawaz Gruosi, who set out to rejuvenate the conventions of fine jewelry through dynamic, nonconformist designs. Mr. Gruosi opened de Grisogono's first boutique in Geneva on rue du Rhne, where he created "rich, sensual and ornate pieces," the opposite of the decades' minimalism characteristic.

Daring creativity

Mr. Gruosi's first creation was a pair of bespoke pearl and diamond earrings for the Begum Salima Aga Khan. Since then, de Grisogono jewelry has come to epitomize luxury and exclusivity.

Over the last 25 years, de Grisogono has decorated influential women with its jewelry, including Sophia Loren, Duchess Camilla of Cornwall and Sharon Stone.

In the Assouline-published *De Grisogono: Daring Creativity*, author and jewelry historian Vivienne Becker tells of Mr. Grousi's contributions to high-jewelry and explores standout pieces from the last quarter century.



De Grisogono: Daring Creativity features advertising, red-carpet dressing and pieces from de Grisogono. Image credit: Assouline

Across 256 pages and 160 illustrations and photographs, Ms. Becker recounts the mix of Florentine and Byzantine influences, striking gem combinations and Mr. Grousi's handcraftsmanship.

Released in December, the hardcover book will retail from Assouline's [Web site](#) and storefront as well as de Grosigono's network of boutiques for \$195.

When a brand hits a milestone anniversary, a book is often published to commemorate the occasion.

French couture house Christian Dior, for example, marked its 70th anniversary in 2017 by giving each of its seven head designers their due.

From the brand's eponymous founder to its newly instated first female creative director Maria Grazia Chiuri, each designer is featured in a dedicated tome published by Assouline. The first in an anthology, "Dior by Christian Dior," was released in December 2016, with other volumes to follow over the next two years ([see story](#)).

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