

JEWELRY

David Yurman set to open new flagship in New York

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Joan Smalls in the David Yurman fall/winter 2018 campaign, shot by Peter Lindbergh. Image credit: David Yurman

By STAFF REPORTS

U.S. jeweler David Yurman is likely to open the doors of its new flagship store in New York by the end of 2019.

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The jeweler has commissioned work on a flagship location in between 57th street and Madison Avenue. The boutique will have a three-level entry way and be sized at more than 5,000 square feet.

"57th Street was a natural choice," said David Yurman, cofounder and CEO of David Yurman, in a statement. "We are on one of the greatest shopping streets in the world it attracts an international customer and is on par with the prestigious shopping destinations around the world."

Flagship jewelry

David Yurman's new space is meant to showcase the brand's appreciation of the relationship between art and jewelry.

It will provide a series of products in categories such as high-jewelry, men's, women's, wedding and watches.

The store is currently occupied with a pop-up shop from Chanel. David Yurman's current townhouse store is on Madison Avenue, but it will keep its downtown boutique.

"We look forward to bringing the full David Yurman luxury experience to 57th Street with the new flagship location," said Carol Pennelli, president of David Yurman, in a statement. "We're an American luxury brand with a growing global presence and being at such a quintessential New York location feels like a natural fit."



David and Sybil Yuman, shot by Peter Lindbergh. Image credit: David Yuman

The jeweler also recently brought back a former faces and introduced new models who reflect the various stages of its customers.

The brand's first campaign under new chief creative officer Evan Yuman features Amber Valletta, Anna Ewers, Joan Smalls, Ashley Graham, Meghan Roche, Florence Clapcott and Cobi. The campaign highlights these women to embody the range in customers of the David Yuman brand, showcasing the beauty of moments in everyday life, paying homage to marketing of the past ([see story](#)).

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