

JEWELRY

David Yurman increases its physical presence

November 19, 2018



David Yurman Short Hills Boutique. Image credit: David Yurman

By STAFF REPORTS

U.S. jeweler David Yurman enters a new market with a store opening in addition to a renovation unveiling.

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The jeweler has entered New Jersey for the first time with a boutique in Short Hills mall. Along a similar timeline, David Yurman reopened its boutique at the Cherry Creek Shopping Center in Denver, Colorado following an extensive renovation.

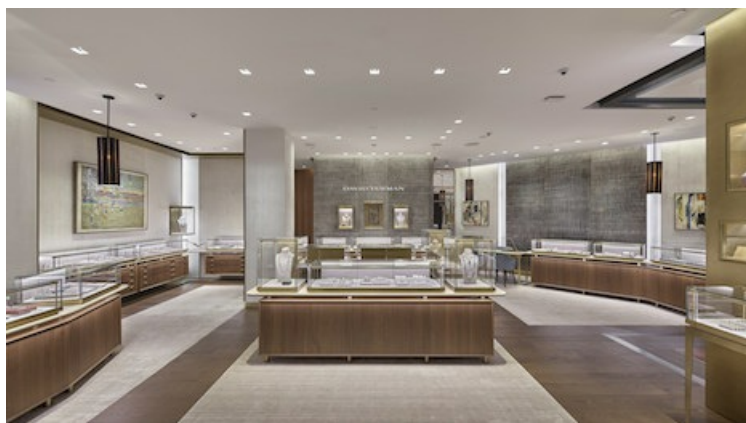
New beginnings

David Yurman's New Jersey boutique is situated on the lower level and takes up 2,000 square feet.

The new space includes a men's jewelry section and two private salons. Its salons featured white gold leaf panels adorned with blue violet motifs, the New Jersey state flower.

David Yurman's redesigned boutique in Denver, Colorado features similar elements, including a salon with the same white gold-leaf paneling, but with the Colorado state flower, the Blue Columbine.

The store is 1,660 square feet and reopened on Nov. 2.



David Yurman Denver Cherry Creek Boutique. Image credit: David Yurman

Both boutiques feature what the jeweler is calling a heritage wall, including artifacts from David Yurman's history.

Its Denver location includes a video narrative alongside the artifacts.

The men's section in each store is also similarly designed with masculine features such as charcoal plaster, black steel accents and leather flooring.

The jeweler also just announced its partnering with Polar Bears International to bring beauty to its window winter display while also raising awareness.

For the holiday season, David Yurman has interpreted elements of the chilling season in the eyes of an artist. Its window displays features a winter wonderland with polar bears seemingly made out of ice ([see story](#)).

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