

JEWELRY

Boucheron unveils its flagship restoration

December 4, 2018



Boucheron's historic flagship. Image credit: Boucheron

By STAFF REPORTS

French jeweler Boucheron has announced plans to reopen its renovated flagship in Paris.

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The jeweler plans to reopen its location in Place Vendme in Paris, featuring its new winter garden. One of the more attention-grabbing aspects of the 20,000-square-foot space is a special apartment designated for VIP clients, which allows for overnight stays.

Restoration and reopening

Boucheron let nature take its course as it started renovations of its historic mansion at 26 Place Vendme in Paris one year ago.

Ahead of its 160th anniversary in 2018, Boucheron's parent Kering Group, with the assistance of Michel Goutal, chief architect for historical monuments, started renovations at the jeweler's flagship in November 2017. 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](#)).

The jeweler will now open its newly renovated doors to the public, as well as its apartment to elite shoppers.

"It's the heritage of Paris, it's the heritage of the Place Vendme, it has been the heritage of Boucheron, dating back to 1893," said Hlne Poulit-Duquesne, CEO of Boucheron, in a statement to Women's Wear Daily.

"That was the year house founder Frdric Boucheron set up shop here, at number 26 Place Vendme," she said. "Cartier, Chaumet and Van Cleef & Arpels followed suit, joined by others over the years, and soon the square became synonymous with the sector, gaining a reputation as the epicenter of French luxury."

[View this post on Instagram](#)

D-1 - Which door will you open? #26Vendome

A post shared by Boucheron (@boucheron) on Dec 4, 2018 at 2:00am PST

Instagram post from Boucheron

Many of the renovations included restoring previously hidden or replaced aspects of the historic building, including a central staircase that was previously concealed over time.

While many of the features of the renovations include restoration, the flagship's Winter Garden is completely new and includes a four-story glass wall that overlooks the vegetation.

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