

JEWELRY

Chaumet explores culture in tome trio

January 16, 2019



Chaumet is working with Assouline on another box set. Image credit: Chaumet

By STAFF REPORTS

French jeweler Chaumet is putting its history into print with the publication of its third boxed set of books.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Chaumet's trio of tomes covers topics including the women who have worn its jewelry over the years and the house's relationship with royalty. Published by Assouline, the set allows the brand to delve into specific aspects of its heritage in a more long-form fashion.

In print

The first book in Chaumet's set is "Figures of Style," which recounts the stories of the women who have worn the brand. Written by art historian Julie Verlaine, the book draws a comparison between what the women's impact on the world and Chaumet's story.

Next in the series is "Les Mondes de Chaumet," in which journalist Bérénice Geoffroy-Schneiter recounts the places that have influenced Chaumet over its history.



Chaumet is releasing another book trio. Image credit: Chaumet

The final book in the trio is "Crown Jewels." Sophie Motsch, who is associate curator at Musée des Arts Décoratifs in Paris, tells readers about the pieces created specifically for royal clientele.

Along with heritage titles, Chaumet has used print as a branding tool.

Chaumet is capturing the love between a mother and daughter in a book release that acts as a collectible.

A special carousel book was created by the jeweler for readers of all ages and depicts various cycles of life between a mother and daughter. The pop-up book was designed to be a piece of décor and features six different scenes ([see story](#)).

© 2019 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.