

JEWELRY

John Hardy continues commercial expansion with art gallery-like boutique

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John Hardy opens in Vegas. Image credit: John Hardy

By STAFF REPORTS

Jeweler John Hardy is heading into a highly trafficked area as it continues its bricks-and-mortar expansion.

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Landing in one of the world's premier shopping destinations, John Hardy is opening a boutique in The Forum Shops at Caesars in Las Vegas. The opening is part of the jeweler's commercial expansion, following a Galeries Lafayette partnership for Paris exposure.

Jewels and experiences

Focusing on a gallery-like setting, the 1,200-square-foot location includes a bespoke sonic kinetic sculpture by artist Aaron Taylor Kuffner. John Hardy has explained that it wants shoppers to experience all five senses in Bali in all of its shops.

The sculpture is titled "Gamelatron Perhiasan Emas di Awan Hitam," which translates to "Gamelatron Golden Jewels in a Black Cloud." It focuses on a thousand-year-old Gamelan ensemble music tradition from Indonesia combined with modern robotics.

John Hardy's focus on Bali emphasizes its heritage, as this is where the brand is from.

The store will also feature an artisan at a workbench in the front of the store in live demonstrations of crafting its jewelry, as part of its Artisans in Residence program.

"Consumers are looking for meaningful and inspiring physical and narrative brand expressions more than ever before," said Robert Hanson, chairman of John Hardy, in a statement. "With that in mind, we continue to evolve our distinct, immersive retail experiences in creative ways that bring the essence of John Hardy to life and forge deep consumer connections.

"We have also been committed to supporting artisan communities for over 40 years and are proud to continue to do so at our Las Vegas location through exciting new partnerships," he said.



Interior of John Hardy's new store. Image credit: John Hardy

John Hardy's new Las Vegas boutique will also showcase housewares from Bali such as vases and bowls for the first time.

Retail platform Guesst will also be integrated in the store allowing customers to inquire about and purchase artisan partner goods directly in the store through a point-of-sale system.

A John Hardy store will also open in King of Prussia and the brand will be opening a fourth Bali location.

Jeweler John Hardy is implementing a succession plan in the coming quarters, as former CEO Mr. Hanson becomes the company's non-executive chairman of the board.

Succeeding Mr. Hanson is Kareem Gahed, who was previously chief revenue officer. Meanwhile, chief operating officer and chief financial officer Audrey Finci has retained her existing roles with the added title of president ([see story](#)).