

JEWELRY

Gucci unveils its move into high-jewelry

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Gucci unveils its high jewelry collection, sold in its Place Vendme boutique. Image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is moving further into jewelry with a new high line inspired by creative director Alessandro Michele.

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The Hortus Deliciarum collection will only be sold in the new Place Vendme boutique and will be comprised of 200 mostly unique pieces. It will be comprised of three chapters, each with their own distinct themes representative of Garden of Eden, Arcadia, Xanadu and Gucci itself.

Gucci x jewelry

Based on motifs important to the creative director, the chapters represent focuses such as eternal love, the animal kingdom and singular solitaires redefined with maximalist allure, in that order.

The collection follows Gucci's standards, with all gold certified within the Responsible Jewelry Council Chain of Custody, who also works with the brand for its diamond sourcing. In addition, its gold sourcing follows the Kering Responsible Gold Framework and its diamonds are certified by the Kimberly Process to ensure they are not conflict stones.

The Italian fashion label first announced it would be expanding into high-jewelry, taking artistic director Mr. Michele's vision for the brand to a new category in November 2018.

Gucci has ambitions to become a \$12 billion brand, and jewelry could help fuel its growth further ([see story](#)).



A piece from the new collection. Image credit: Gucci

"Gucci's hortus' of jewels is inhabited by magical beasts and flowering with totemic symbols of love, distilling the beauty of past and present and evoking the splendor of love and nature," said the brand in a statement. "Much multifarious historic symbolism is testament to the incomparable vision of Alessandro Michele, the savoir-faire of Gucci and the precious universe that high-jewelry encapsulates."

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