

JEWELRY

French jeweler Boucheron, with "For Better and For Worse," launches podcast series on unexpected and thrilling weddings

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Boucheron has launched a new podcast series on intriguing weddings with the French jeweler's pieces playing a key role. Image credit: Boucheron

By LUXURY DAILY NEWS SERVICE

French jeweler Boucheron has debuted a new podcast series on the most unexpected and thrilling wedding stories called "Boucheron True Stories: For Better and For Worse."

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The first episode from the Kering-owned Boucheron focuses on U.S. heiress Anna Gould and French aristocrat Count Boni de Castellane. The episode is aptly titled, "For Money's Sake."

Sparkling try

The couple regularly visited Boucheron's store on 26 Place Vendôme where the 162-year-old jeweler is still based.

To all appearances, the couple should have been happy. He was a famous Parisian dandy, although his only ticket to high society was his title.

Gould, having left her native United States to live in Paris, was heiress to a fortune so large it would require more than one lifetime to spend.

It was in Paris' Belle Époque that the lives of Gould and Boni de Castellane would come together.

However, love was not the frame of reference, because their meeting in 1894 had nothing to do with the romanticism of the "City of Love." He was broke and she was looking for a husband and a step on the social ladder that a title afforded.

In 1895, the two wed. It was the first of its kind wedding in France, uniting the new world of American wealth and the Old World of European nobility, that resulted in an impressive demonstration of the newlyweds' wealth.

From a diamond necklace to a diamond and ruby tiara and one of the most important orders of Boucheron a natural pearl necklace was ordered by Boni for his wife in 1896.

Unfortunately, the story that followed this acquisition is not the romantic ending expected.

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