

JEWELRY

David Yurman salutes New York icon with new collection

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The Cable bracelets are finished with pavé diamonds hand set in the shape of the Empire State Building's iconic Art Deco crown and faade. Image credit: David Yurman

By LUXURY DAILY NEWS SERVICE

U.S. jeweler David Yurman is honoring its hometown of New York with a new limited-edition collection and philanthropic effort.

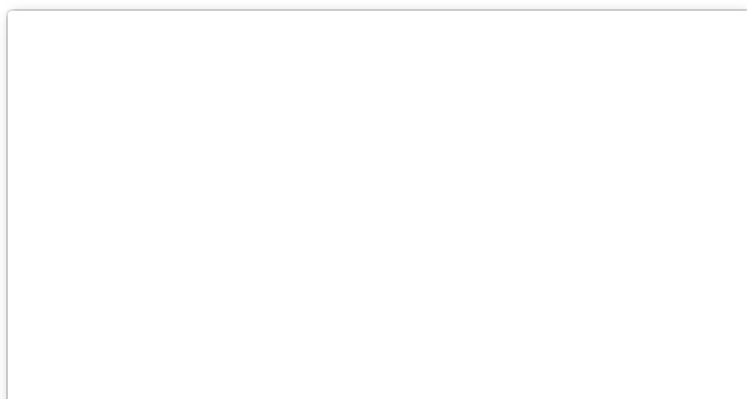
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In partnership with the Empire State Building, the new Empire Collection from [David Yurman](#) celebrates the iconic skyscraper's 90th anniversary. Through June 20, the jeweler will donate 20 percent of the purchase price for each piece sold from the collection to the philanthropic organization Robin Hood Foundation.

David Yurman x Robin Hood Unity Fund

The Empire Collection finds inspiration from the building itself, a leading example of Art Deco architecture. All of the pieces were designed and made in New York, where cofounder David Yurman was born and established the brand.

Pieces include signature Cable bracelets with pavé diamonds in the shape of the Empire State Building's crown and faade, amulets with the building's silhouette, men's cuffs with the "wings of progress" motif and more. The collection is priced between \$495 and \$14,700.



[View this post on Instagram](#)

A post shared by David Yurman (@davidyurman)

David Yurman partnered with the Empire State Building

To celebrate the collection and anniversary, David Yurman took over the window displays at the Empire State Building. The dioramas feature King Kong, viewfinders and construction cranes alongside the limited-edition jewelry.

Friends of the brand, including *InStyle* editor in chief Laura Brown, were also photographed at the top of the Empire State Building wearing pieces from the collection.

The jeweler is also launching the Unity Fund to support Robin Hood's efforts in fighting poverty. Robin Hood, the city's largest philanthropy dedicated to poverty relief, invested nearly \$2000 million in 2020 to provide COVID-19 support, legal services, housing, meals, workforce development training and more.

In its fall 2020 campaign, David Yurman showcased relaxed American luxury in a contemporary manner.

The campaign was inspired by stained-glass specialist Brian Clarke's work, bring a collage of color and light by setting David Yurman jewelry against the artist's works. Both David Yurman and Mr. Clarke work on the transformation of light as it passes through translucent materials such as glass and gemstones.

The brand also sponsored Mr. Clarke's exhibition as part of its ongoing support of the arts and cultural institutions ([see story](#)).

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