

JEWELRY

Mikimoto unveils imaginative aquatic Costa Mesa boutique

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Jewelry from Mikimoto's animal-themed "Wild and Wonderful" collection. Image credit: Mikimoto

By LUXURY DAILY NEWS SERVICE

Japanese pearl jewelry brand Mikimoto is reopening its Costa Mesa boutique on August 15 in California, the new space will showcase distinct jewelry designs and assorted cultured pearl jewelry.

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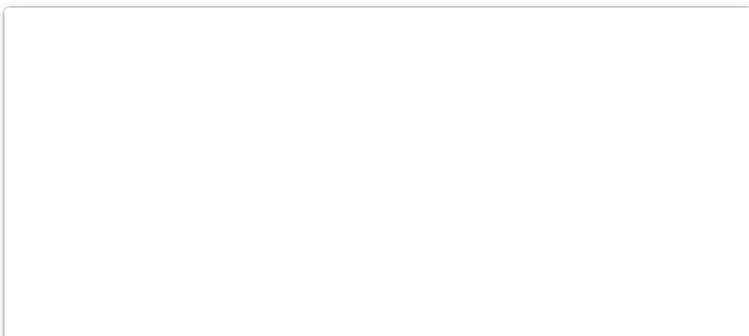
Approximately one year after the Japanese luxury brand's flagship opening in New York City, its latest storefront is its third since 2020. The newest location is an ode to the complex beauty of pearls and their ability to be culturally defining.

"We are excited to introduce a reimagined Costa Mesa boutique space to a West Coast audience," said Yasuhiko Hashimoto, director and executive vice president of [Mikimoto](#), in a statement.

"Modeled after our New York City flagship, the new store concept brings to life Mikimoto's pearl story and immerses guests into the brand's Japanese heritage, which is integral to our jewelry and business," he said. "We look forward to welcoming back our existing clients, and inviting new customers, to experience the beauty of Mikimoto."

Japanese creativity embodied

The second installment of Passionoir, the brand's newest collection featuring Black South Sea pearls, will coincide with the store opening. The design of the Costa Mesa boutique draws direct inspiration from the curvaceous waters of Japan and the focal point of the store is a custom-made metal chandelier that is modeled after a school of fish.



[View this post on Instagram](#)

A post shared by MIKIMOTO (@official_mikimoto)

An image from Mikimoto's Passionoir collection

Warm gold accents and a visual transition from the enigmatic deep sea to the water's surface provide a delicate, luxurious space for guests to engage with the jeweler's high-quality pieces. Motifs that allude to the sea and aquatic life further elevate the customer experience.

The Costa Mesa boutique will feature a VIP client salon for private viewings and multidimensional artistic elements meant to immerse potential clients into the harmony of the store. As a nod to Mikimoto's heritage, Japanese design elements like foil-stamped paper and folding screens further characterize the space.

Mikimoto's recent Wild and Wonderful collection also placed reverence on sea life, featuring diamond-studded high jewelry resembling crabs and seals ([see story](#)). Moreover, the brand further channeled its nautical identity with its first fragrance, which launched in 2020.

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