

JEWELRY

Chopard celebrates New York with new ambitious flagship on Fifth Avenue

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Chopard opens new Fifth Avenue flagship store, designed to celebrate New York. Image credit: Chopard

By LUXURY DAILY NEWS SERVICE

Filled with references to New York, the new flagship store of Swiss watch and jewelry maison Chopard is now open on Fifth Avenue.

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The style moderne boutique features marble from Italy, lots of natural light, tables made of amethyst and textures such as walnut and velvet. Throughout the space, nods to the city that houses it can be found, especially details related to Central Park.

Glass leaf hangings on the ceilings were modeled after the magnolia trees, famously growing throughout Central Park. They were crafted by the renowned glassmaker, Venini.

Chopard announced the opening with a [social media post](#) on the brand's Instagram, emphasizing the craftsmanship of the boutique, especially that of the glass magnolia leaves.

The store, located in the Crown Building townhome on the avenue, was designed with nature and a sense of "a home away from home" in mind.

Taking watch

This contemporary space, which took two years to create, will house the brand's luxury watches, jewelry, new creations and historic collections.

On the main floor, the Happy Hearts collection, as well as the Happy Diamonds collection will both be accessible for guests to view and explore.

Chopard also set up The Gentlemen's Club as a space to display luxury watches, including those from Alpine Eagle and L.U.C Haute Horlogerie. Guests will also be able to see pieces by Caroline Scheufele in the boutique's Haute Joaillerie.

In celebration of the new location, Chopard created New York-inspired pieces for guests to discover. The pieces include a Big Apple Exclusive Edition necklace and multiple luxury watches.

The necklace and each timepiece have parts of the city in mind, whether it be apples or the Statue of Liberty.

The Alpine Eagle in Ethical 18-Carat Yellow Gold, Happy Sport Fifth Avenue Ethical Rose Gold, Happy Sport Fifth Avenue Limited Edition and Unique L.U.C. Quattro Spirit Fifth Avenue Edition will all be available for guests in this collection.

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