

RETAIL

Dolce & Gabbana debuts dedicated high jewelry boutique

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Approaching the 10-year anniversary of the house's inaugural "Alta Gioielleria," or "High Jewelry" collection, a fresh bricks-and-mortar concept is unveiled. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Dolce & Gabbana** is joining the ranks of leaders banking on ultra-fine luxury.

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Approaching the 10-year anniversary of the house's inaugural "Alta Gioielleria," or "High Jewelry" collection, a fresh bricks-and-mortar concept is unveiled. A design collaboration between founders Domenico Dolce and Stefano Gabbana, and American architect Eric Carlson, has yielded the refined retail space.

SUB

Dolce and Gabbana's new location showcases the best of the brand's goldsmithing transitions.

Mr. Carlson's Parisian architecture firm Carbondale worked to integrate the brand's signature black color sharing the shade, the site mixes textures including lacquered wood and Marquina marble, the latter material surrounding guests as part of flooring and wall applications across interiors.

Based in Milan's Via della Spiga shopping district, the boutique slots in next to an existing flagship. A set of expansive window displays render both detailing and the gemstone assortment visible from the street.



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Divided into four quadrants, inside, fine jewelry pieces are encased in black stainless steel and glass cylinders, shining under a range of LED spotlights, sure to fully immerse clients in the "rare diamonds, original shapes and exceptional artistry" available for purchase.

Besides the brand's "haute joaillerie" lineup, the new store will also stock high-end timepieces. Mirrors featured throughout complement all selections.

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