

JEWELRY

## Boucheron reveals sustainably-made jewelry boxes

June 8, 2023



*Made of two different materials, the containers of several new shapes and sizes are a small part of the company's larger "Precious for the Future" plan. Image credit: Boucheron*

By LUXURY DAILY NEWS SERVICE

French jeweler **Boucheron** is making a massive change to its packaging.

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The Kering-owned high jewelry brand is changing its jewelry boxes to better match its sustainability standards. Made of just two materials, the containers of several new shapes and sizes are a small part of the company's larger "Precious for the Future" plan to reduce its environmental impact by 40 percent by 2025.

### Artistic reinvention

The green nature of the containers is achieved thanks to a minimalistic approach.

Using aluminum and wool felt for the reinvention eliminates the need for glue, stitching and hinges of the traditional box, creating something entirely new. The former boxes on the other hand used 11 materials and lacked recyclability.

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A post shared by Boucheron (@boucheron)

Now, seven new box styles offer less heft sitting at one-fourth the weight of the original cases and more in terms of circularity.

An improved ethical outlook is also on the table, as the boxes follow the Responsible Wool Standard, which ensures a high level of well-being for sheep and responsible land management practices on the part of wool farmers and sellers.

Packaging for the boxes is also green, both in nature and color the freshly-redesigned emerald green pouch is made of 65 percent recycled cotton.

It is unclear when the new packaging will go into circulation, but the change is planned to occur sometime later in 2023.

Boucheron has recently proved once again that it is not afraid to redesign, in April launching the campaign, "Basic not Basic" to announce the reimagined Quatre collection with black and white hues ([see story](#)).

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