

COMMERCE

# Boucheron acquires high jewelry workshop in Paris

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*The deal falls in line with the brand's recent emphasis on high jewelry. Image courtesy of Boucheron*

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By LUXURY DAILY NEWS SERVICE

French jeweler Boucheron has made a new deal that will bolster its production capacity.

The Kering-owned brand has acquired a high jewelry workshop in Paris, comprised of the four French companies Blondeau, Belter, Chanson and FG Dveloppement. Known for their traditional expertise, the group has worked at the address since 2017, uniting with Boucheron on Oct. 31 to work on the maison's collections near 26 Place Vendme.

"The acquisition of this high jewelry workshop writes a new chapter in the history of the maison," said Hlne Poulit-Duquesne, CEO of **Boucheron**, in a statement.

"It will reinforce the production capacity of Boucheron's historical workshop on Place Vendme, enabling us to meet the increasing demand of our clients while maintaining the excellence of our craftsmanship."

## **Bejeweled with Boucheron**

The acquisition comes as part of Boucheron's continuing development and growth plans.

By sweeping up this organization, the maison can expand its own high jewelry workshop's capabilities. French entrepreneur Cdric Gangemi originally founded the collective, having worked for Chanson and Blondeau for a time before taking them over.



*The 60 artisans will now use their traditional know-how to work on Boucheron jewelry collections. Image courtesy of Boucheron*

The four companies that make up his Paris group are home to about 60 artisans. Each involved in the production process at every step, the many creators include jewelers, lapidaries, designers, setters and polishers.

The deal falls in line with Boucheron's recent emphasis on high jewelry, pushing forward classic messaging and eclectic campaigns throughout this year that have been centered on the prestige product.

In July, the brand's "More is More" effort brought a sense of playfulness to the category, incorporating primary colors, imaginative proportions, toys and glitter into its visuals ([see story](#)). Highlighting youthful symbols and shades, the move followed in the footsteps of the "rechilding" trend that has taken over luxury in many respects throughout 2023 as labels profit off of nostalgia ([see story](#)).

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