

JEWELRY

Chanel opens first watches, jewelry flagship in US

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The two-floor store was designed by American architect Peter Marino, whose firm is based in New York. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house [Chanel](#) is joining fellow luxury peers in scooping up a Fifth Avenue address in New York City.

Located on the famed street, the brand's new 3,300 square foot space is its first watches and jewelry flagship in the United States. Now open, the boutique showcases glittering collections and exclusive creations made specifically for the special occasion.

Five for five

The two-floor store was designed by American architect Peter Marino, whose firm is based in New York.

Beige, white, black and gold shades shimmer throughout. Chandeliers crafted by Parisian goldsmith Goossens, gilded details and black-lacquered privacy screens nod to the universe of maison founder Gabrielle Chanel.



Sparkling fixtures and walls of gold create a glow around the boutique. Image credit: Chanel

Having launched the signature No. 5 fragrance in 1921, named after her favorite number, five has since been lucky for the house.

A century later, the maison recognizes the tie between this background and its choice of setting up its milestone touchpoint on Fifth Avenue.

Patrice Legureau, director of the fine jewelry creation studio at Chanel, has crafted high jewelry items to celebrate the Manhattan opening. All of the pieces are inspired by the number five and the aforementioned fragrance.

The Eternal No. 5 Necklace is made of 18-karat white gold and holds a 0.54-carat brilliant-cut diamond.



Styles and furniture from Ms. Chanel's time period appear throughout the boutique. Image credit: Chanel

Set with a 20.09-carat emerald-cut DFL Type IIa diamond, the jewel is reminiscent of the namesake perfume's bottle stopper. Its octagonal shape is said to reflect that of Place Vendôme in Paris.

A diamond-paved ring comes with it. With interchangeable elements, the wearer can swap its central piece with the necklace's stone.

With stones arranged to spell out the number five, a pair of matching earrings likewise dazzle with emerald-cut diamonds.

Visitors to the boutique can also view the 55.55 Necklace, the keystone of the High Jewelry N 5 Collection. As the name suggests, the creation is set with a 55.55-carat diamond and more than 700 stones that form the silhouette of a fragrance bottle pear-cut gems depict scent droplets.



Exclusive diamond jewelry is displayed in the golden retail spot. Image credit: Chanel

Chanel's fresh location can be found at 730 Fifth Avenue the street is home to other recent luxury openings ([see story](#)), despite its hefty price tag ([see story](#)) and is open Monday through Saturday from 11 a.m. to 6 p.m. On Sundays, its operational hours are 12 p.m. to 6 p.m.