

TRAVEL AND HOSPITALITY

Sofitel forges sustainable partnership with Courbet

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The collection can be bought online or inside hotels worldwide. Image courtesy of Sofitel

By LUXURY DAILY NEWS SERVICE

Hospitality brand Sofitel Hotels & Resorts is collaborating with the first responsible jeweler of the famed Place Vendôme, [Courbet](#).

The duo has created a collection together that glitters with lab-grown diamonds and 18-carat recycled gold. The 18-piece array not only commemorates Sofitel's 60th anniversary but sparks a partnership that brings together luxury and sustainability.

"At Sofitel, we believe in a hospitality where luxury goes hand in hand with sustainability: in other words, luxury that inspires not only through its elegance, but also through its commitment to environmental and societal responsibility," said Maud Bailly, CEO of [Sofitel Legend](#), [Sofitel](#), [MGallery](#) and [Emblems](#); in a statement.

"The partnership between Sofitel and Courbet seemed like a natural fit to celebrate our 60th anniversary, our diamond jubilee, bringing together two Maisons anchoring French excellence in an eco-conscious approach," Ms. Bailly said. "From this encounter emerged an exclusive collection of jewelry, featuring Sofitel's logo in bracelets, necklaces, rings, earrings pieces of jewelry that are both beautiful and socially responsible.

"We are thrilled to see this collaboration come to life today."

Diamond jubilee

The exclusive collaboration's jewelry line features the Sofitel logo.

Studded with diamonds, the symbol's interlacing curves appear to be a cultural link that brings together the two industries of the involved maisons. Pavé or larger stones are arranged in white gold, yellow gold or rose gold designs.



The hotel's logo glitters with sustainable, lab-grown diamonds and recycled gold. Image courtesy of Sofitel

Earrings range in price from \$1,180 to \$1,715. Necklace and ring options retail for anywhere between \$1,820 and \$3,100.

Meanwhile, a Sofitel x Courbet cord bracelet comes in several variations, with either a single central diamond or with the stones splashed as pav. Each with a minimalist, ungendered look, the recycled white or yellow gold is set on recycled polyester cords, coming in bright colors such as orange and blue these have lower price tags than the rest of the array, ranging from \$420 to \$640.

Guests can discover and purchase the collection [online](#) or inside the hospitality business's hotels around the world.

"Our two names represent a vision of what luxury should be in the future: more responsible and more eco-friendly, while highlighting unparalleled French know-how," said Manuel Mallen, founder and president of Courbet, in a statement.

"With its strong symbolism and design, the Sofitel logo was an amazing inspiration for Courbet," Mr. Mallen said. "It was a natural fit with the collection that we invented for this diamond jubilee.

"This collaboration perfectly illustrates our baseline: Without goodness, beauty means nothing."

Aside from uplifting French savoir-faire ([see story](#)), Sofitel has often highlighted sustainable luxury. Like Courbet ([see story](#)), a respect for nature, third-party certifications and a holistic approach ([see story](#)) ground these efforts.