

HOME FURNISHINGS

Christofle opens pop-up showroom in West Hollywood

April 24, 2024



Only those with reservations will be allowed into the immersive storefront, remaining open until May 31, 2024. Image courtesy of Pendry Residences West Hollywood/Will Edwards Photography

By LUXURY DAILY NEWS SERVICE

French silversmith Christofle is introducing an appointment-only retail space.

The pop-up is stationed within the Pendry Residences West Hollywood, a private community of hillside estates in the SoCal region, for the next month. Taking the form of a high-end single-family home, Christofle's signature silver collections are available to shop on location through May 31, 2024.

"We are thrilled to open our appointment-only Christofle showroom at Pendry Residences West Hollywood," said Pierre-Antoine Bollet, general manager at [Christofle Americas](#), in a statement.

"As our Beverly Hills flagship undergoes a refresh, this experiential boutique offers our Southern California clients an intimate setting to discover our collections anew."

Immersed at home

Opened April 19, visitors can peruse through the three-bedroom home where the maison's designs remain on sale for a limited time.

From tableware to jewelry, the label's silver collections are showcased within Residence 802 at Pendry Residences West Hollywood, a property from ultraluxury hospitality management company Montage Hotels & Resorts.

Glassware and porcelain are also on display, with views of the Los Angeles skyline and Hollywood Hills accenting the experience. Guests can schedule a shopping session by contacting pavillon.beverlyhills@christofle.com.



Barware, accessories, cutlery and various decor items are all on sale as part of the pop-up experience. Image courtesy of Pendry Residences West Hollywood/Will Edwards Photography

“This partnership brings together two brands that exemplify quality and style and set the gold standard of luxury and service in their respective spaces,” said Tina Necrason, EVP of residential at Montage Hotels & Resorts, in a statement.

“The appointment-only Christofle showroom will be an immersive journey as Residence 802 at Pendry Residences West Hollywood is transformed into a showcase home, meticulously adorned with Christofle brand ware, offering a unique glimpse into the unparalleled lifestyle these two iconic brands represent.”

Appointments can also be secured by calling Christofle Beverly Hills at 310-858-8058. The city, where U.S. fashion label Thom Browne recently hosted a takeover with U.S. retailer Saks ([see story](#)), has been a hotspot for experiential retail in recent months.

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