

COMMERCE

Richemont agrees to acquire Italian jewelry brand Vhernier

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Vhernier has operated privately for more than two decades. Image credit Richemont

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate Richemont is buying a family business.

Announced May 7, it has struck a deal to acquire 100 percent of Italian jeweler Vhernier from the Traglio family. Vhernier, a relatively small brand that generates under 100 million euros annually, joins Richemont's roster of jewelry titans, including Cartier, Buccellati and Van Cleef & Arpels.

"Maison Vhernier brings a distinguished and distinctive design that beautifully blends modern, sleek and elegant shapes with unconventional materials, magnified by exceptional craftsmanship," said Johann Rupert, chairman of Richemont, in a statement.

This unique aesthetic perfectly complements our existing collection of renowned jewelry Maisons," Mr. Rupert said. "We are delighted to welcome Vhernier's talented team into the Richemont family.

"We very much look forward to working together to realize the full potential of this exceptional Maison within the thriving branded jewelry market."

Next steps

Vhernier was founded in 1984 and acquired by the Traglio Family in 2001. It now gains a new life under Richemont's rule.

The brand is known for taking a modern approach to jewelry design. Its pieces feature bold sculptural elements and ergonomic shapes.

Carlo Traglio has served as the maison's chairman and Maurizio Traglio has been its CEO throughout the family's ownership tenure of more than 20 years.



Vhernier is known for its handcrafted jewelry forged from unusual materials, such as bronze and ebony. Image credit: Richemont

“We are pleased for Maison Vhernier to join Richemont, the undisputed leader in design jewelry,” said Carlo and Maurizio Traglio, in a joint statement.

“We firmly believe that our distinctive jewelry Maison will flourish under Richemont’s stewardship, expertise and careful nurturing.”

Through the deal, Richemont will also take on Vhernier’s monobrand boutiques and the Italian silver homeware label De Vecchi Milano 1935, which the jeweler has operated since purchasing a majority stake in 2010.

Luxury apparel and accessory acquisitions have slowed down as of late, compared to agreements garnered across other categories such as personal care.

This malaise could be due to a fear of government intervention, most recently seen with the proposed merger between U.S. fashion groups Tapestry and Capri Holdings ([see story](#)).

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