

RETAIL

# Boucheron makes US debut on Madison Avenue

September 12, 2024



The first standalone Boucheron store is located at 747 Madison Avenue in New York City. Image courtesy of Boucheron

By LUXURY DAILY NEWS SERVICE

A new retail location from French jeweler Boucheron has landed in the Upper East Side neighborhood of Manhattan.

The brand's first standalone US store is officially open for business at 747 Madison Avenue in New York City. Art Deco touches and a dedicated VIP room complement contemporary jewelry collections amid the 3,900-square-foot space, joining more than 90 Boucheron boutiques globally.

"After eight years at the helm of Boucheron, this is a dream come true," said Hlne Poulit-Duquesne, CEO of Boucheron, in a statement.

"At Boucheron we're all about pushing the boundaries of our industry and offering a unique vision of high jewelry emotional, living, and designed to be worn, not stashed away," Ms. Poulit-Duquesne said. "I'm thrilled to embark on this new chapter in our history."

## Boucheron enters Upper East Side

The interior is designed to reflect the aesthetic and heritage of Boucheron's historic flagship on Place Vendme in Paris.



The interior combines modern luxury with the maison's classic elements, featuring details such as custom marble installations, plush velvet seating and fine parquet flooring. Image courtesy of Boucheron

Recalling home, various French maisons teams at wallpaper workshop Atelier D'Offard and lighting manufacturer offer two examples were commissioned to create custom furnishings and fixtures found throughout, positioned alongside vintage pieces.

The fall opening comes at a time when demand for luxury goods, specifically high jewelry collections continues to grow in the U.S., driven by top luxury consumers. Boucheron's very own, including its latest Carte Blanche release ([see story](#)), can be solicited on-site.



*The 3,900-square-foot space is designed to reflect the aesthetic touches of the French jeweler's historic flagship on Place Vendôme in Paris. Image courtesy of Boucheron*

The new boutique aims to offer a personalized shopping experience with private salons for VIP clients, as well as exclusive events tailored to the city's elite clientele.

The luxury label invited such figures to an exhibition launched in light of its U.S. arrival, held Tuesday, Sept. 10, at New York's Cooper Hewitt, Smithsonian Design Museum. Celebrities such as English model Alexa Chung and American actress and businesswoman Gwyneth Paltrow attended.



*Actors Cole Sprouse and girlfriend Ari Fournier, Gwyneth Paltrow, Colman Domingo, Hailee Steinfeld, and Japanese singer and dancer Mina Myoi, attend the "From Paris to New York: A Cutting-edge Journey Since 1858" opening on Sept. 10. Image courtesy of Boucheron*

A public-facing version of "From Paris to New York: A Cutting-edge Journey Since 1858," displaying archival objects once owned by the likes of storied actress Elizabeth Taylor and American socialite and wife of former king Edward VIII Wallis Simpson. Speaking to Boucheron's track record in America, the exhibition immersing guests in the history of the house at the Cooper Hewitt, Smithsonian Design Museum ends Sept. 12.

"The United States has always held a very special place in our Maison's history," said Ms. Poulit-Duquesne, in a statement.

"We've had a strong relationship with the country ever since Boucheron was founded in 1858," she said. "Our clientele through the years has included some of America's greatest families, as well as Hollywood movie stars."



*Boucheron's exhibition will immerse guests in the history of the house at the Cooper Hewitt, Smithsonian Design Museum through Sept. 12. Image courtesy of Boucheron*

Prioritizing a presence in APAC over the last few years, Ms. Poulit-Duquesne is sharing plans to soon bring the brand's accessories to additional U.S. cities across both coasts. Las Vegas, Los Angeles and Miami are on the team's wishlist, with plans for these openings extending through 2025.

"We already have a presence at star-studded American cultural occasions such as the Golden Globes, the Oscars and the Met Gala," Ms. Poulit-Duquesne said.

"Now we aim to raise our U.S. profile further and familiarize Americans with the world of Boucheron," she said. "We're entering a strategically important market that's challenging and extremely competitive, but I'm convinced our positioning aligns perfectly with the expectations of American clients."

"Our watchwords are innovation, creativity, self-expression, and of course optimism."

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