

VHERNIER OPENS IN BEIJING AND SHANGHAI

The Milanese jewellery Maison expands in Mainland China with two new boutiques

Shanghai, April 23rd 2026 – The Italian jewellery Maison **VHERNIER** announces the opening of two new boutiques in **Beijing** and **Shanghai** inside the Peninsula hotels, further strengthening its presence in Asia and continuing its international development.

Set within two of China's most influential and culturally vibrant cities, the new spaces invite clients to experience the Maison's universe, where Italian craftsmanship meets a distinctive, sculptural approach to jewellery design and pure volumes meet remarkable wearability.

Both boutiques present a curated selection of **VHERNIER** jewels. Among all creations chosen by discerning clients and celebrities, a prominent space is dedicated to two iconic collections: **Abbraccio**, whose fluid and enveloping forms in mirror-shine gold fully expresses the aesthetic vision of the Maison, and **Calla**, a resolutely modern design defined by bold yet essential volumes. These creations stand alongside the new and highly innovative **Ardis high jewellery** collection.

The stores also offer some of the most emblematic collections, such as **Freccia** and **Palloncino** created with **Trasparenze**, the signature hand-crafting technique thanks to which VHERNIER adds colour to its sculptural forms. They further showcase collections covered with the sensual **two-prong pavés**, smooth and extraordinarily luminous such as Verso, Pirouette and Tourbillon; and creations that combine gold and diamonds with **unconventional materials**, such as titanium, aluminium, bronze and ebony, a testament to the research and experimentation that have established VHERNIER as a highly distinctive jewellery Maison.

The Shanghai and Beijing boutiques are both designed according to VHERNIER's architectural concept developed by Matteo Fraticelli of New York's **FROM Architecture**, which translates the Maison's visual identity into a cohesive spatial experience defined by clarity, material richness and balanced proportions.

While sharing a common language, the two locations are distinguished by their scale and atmosphere. The **Beijing boutique** unfolds on a 130 square meters, allowing for an articulated spatial experience. It is conceived with a private and residential feel, centred around a spacious VIP room dedicated to bespoke appointments. This exclusive area is enriched by jewellery sketches displayed on the walls, while Chinotto armchairs by Milanese architect Luigi Caccia Dominioni introduce a refined reference to Italian design heritage, contributing to a sense of timeless elegance. The **Shanghai boutique**, conceived on a more intimate scale, conveys a contemporary and dynamic spirit through a fluid layout that enhances the dialogue between the jewellery and its surroundings.

VHERNIER

MILANO

With these two openings, VHERNIER continues to build a strong and coherent presence in key international markets, engaging with a clientele that appreciates design, craftsmanship and a distinctive aesthetic vision.

“Shanghai and Beijing represent a natural step in our growth journey and follow the boutique we recently inaugurated in Hong Kong, which was very well received by the local clients,” says **Gianluca Brozzetti, Executive Vice President and CEO**. *“These openings reflect our intention to develop a meaningful and lasting presence in Mainland China.”*

“Shanghai and Beijing have an innate sense of style and local people possess an instinctive appreciation for elegance and true craftsmanship” says **Isabella Traglio, Head of Design and R&D**. *“Some of them have already had the opportunity to meet our Maison during their trips to Milano, Paris or Dubai and now we’re very excited to share our vision of contemporary jewellery with them in their home country”.*

Vhernier Beijing: The Peninsula Beijing, Shop G8 1F, No. 8 Goldfish Lane, Salisbury Road. Opening hours: 10:30 - 21:00

Vhernier Shanghai: The Peninsula Shanghai, Shop L1F, No. 32 Zhongshan Dong Yi Road. Opening hours: Mon to Thur, 10:30 - 19:30. Fri to Sun, 10:30 - 20:30

Notes to Editor

VHERNIER is a Maison of innovative jewellery sculpted by hand in Italy, in pure Milanese elegance. Born in 1984, inspired by modern sculpture and the curves of the body, VHERNIER aims to create beauty through simplicity. The exploration of form, innovation in materials and dedication to craftsmanship come together to imbue jewels with the appearance of simplicity, even amidst their inherent complexity. Design drives the choice of materials: gold serves as its signature metal, which at times is used with unconventional materials such as ebony, titanium, aluminum and bronze; magnificent gems enhance the design and make each creation totally unique. VHERNIER has been part of the Richemont group since 2024 and currently has 20 mono-brand boutiques located in the main luxury streets of key cities, including Milan, Rome, Venice, Capri, Paris, Monte-Carlo, Geneva, New York, Miami, Beverly Hills, Dubai, Hong Kong.