VHERNIER

MILANO

# VHERNIER OPENS IN LONDON
# THE MAISON'S FLAGSHIP STORE OPENS IN OLD BOND STREET

*London – 30th September 2026.* Italian jewellery Maison **Vhernier** opens of a **brand new boutique** in **London**. Located in the heart of Mayfair, it marks an important milestone for the Maison, reigniting the long-existing relation with this vibrant city.

Spanning **320 square meters** and developing over **six floors** of a listed historical building, the new store invites clients to discover Vhernier innovative jewellery within a highly curated environment, fully expressing the **Maison's distinctive identity**.

Born in 1984, Vhernier distinctive approach to jewellery is rooted into **modern sculpture** and the **curves of the body**. 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. Typically Milanese, its **understated elegance** can be found in all the creations of the Maison: lines are meticulously clean, proportions perfectly balanced, and hidden details are waiting to be discovered.

Guided by refined simplicity and by a distinctive design language, the environment thus conceived is intimate and immersive, allowing each creation to take center stage within an atmosphere of **quiet elegance**.

The boutique presents a **curated selection of Vhernier creations**. A prominent place is dedicated to the iconic **Abbraccio** collection, whose fluid and enveloping mirror-polished gold forms perfectly embody Vhernier's sculptural language, and **Calla**, a resolutely modern design defined by bold yet essential volumes. Alongside the icons, **emblematic collections** such as **Verso, Pirouette** and **Tourbillon** are also featured. A dedicated **VIP room** for private appointments allows clients to experience the Maison's signature wearability in an intimate setting.

Bronze finishes, a sophisticated combination of marbles inspired by the timeless elegance of Milanese palazzi, carefully selected furniture by renowned Milanese architect Luigi Caccia Dominioni; refined materials, balanced proportions, pure geometries: all these elements create a **consistent architectural shell** where every detail enhances the sculptural presence of the jewellery and further reinforces the **dialogue between the Maison and Italy's design heritage**.

All levels of the house – whose architectural concept was developed by Italian architect Matteo Fraticelli - are seamlessly connected by a glass elevator, allowing natural light to flood the ground floor. Yet the boutique retains its distinctive allure long after dusk: at night, dark brown curtains descend across the façade windows; as they envelop the boutique, they create a **striking nocturnal identity**, defining the Vhernier boutique's presence after dark.

"*Opening such an important boutique here is a natural step for us as we continue to strengthen our presence across Europe*" says **Gianluca Brozzetti, Executive Vice President and CEO**. "We're incredibly excited to be in London and to make a statement with a boutique of this scale and ambition".

"*London has always been a city we love: international, dynamic and always ahead of the curve*" says **Isabella Traglio, Head of Design and R&D**. "*We're very happy to be back and to strengthen our presence in the UK with such a significant opening. It felt like the right city and the right time.*"

The new Vhernier boutique address is **9 Old Bond Street, Mayfair, London, W1S 4PJ**. It is open Monday to Saturday, from 10 to 6 PM.

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*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, aluminium and bronze; magnificent gems enhance the design and make each creation totally unique. VHERNIER has been part of the Richemont group since 2024, with mono-brand boutiques located in the main luxury streets of key cities, including Milan, Rome, Venice, Capri, Paris, Monte-Carlo, Geneve, London, New York, Miami, Beverly Hills, Dubai, Hong Kong, Beijing and Shanghai.*
*vhernier.com*