

Van Cleef & Arpels



Van Cleef & Arpels opens its first boutique in Madrid

The High Jewelry Maison, present in Barcelona, Spain, since 2023, announces the opening of its new boutique in Madrid, located on the Calle de Jose Ortega y Gasset 8.

The Madrid boutique marks a new chapter that strengthens the ties between Van Cleef & Arpels and Spain and will serve as an exquisite setting to unveil the Maison's rich history, its positive vision of life, and its savoir-faire.



In the heart of Madrid, this new space, covering more than 450 square meters divided across two floors, offers a unique experience for connoisseurs of High Jewelry and watchmaking. Within this place of wonders, radiant creations and meticulous craftsmanship are showcased, celebrating a poetic vision of life.

Dotted with numerous windows that invite abundant natural light into the interior, the façade is further embellished by a floral decoration set against a patina, positioned behind the domes. This motif draws inspiration from nature, a theme deeply cherished by Van Cleef & Arpels.

The boutique is nestled within a historic building. Its molded ceilings, the glass canopy on the first floor, and the large windows collectively create a warm atmosphere.



Upon entering, visitors are immersed in a meticulously crafted environment. The custom-designed décor, developed specifically for the boutique, invites guests on a journey into the heart of nature. The staircase, highlighted by exquisite plasterwork and pearlescent patina, gracefully guides them through the space beneath the historic ceilings, which bestow a singular character upon the entire setting.



Each area is designed to envelop visitors in a comfortable ambiance: from the elegant charm of the main area, with its handmade silk floral wallpaper and beige wall coverings, to the intimate Poetic Salon, enhanced with a central mirror.



The experience continues in the salons, where extensive shelving showcases the Maison's heritage. Meanwhile, a luminous glass atrium, known as “the winter garden”, offers a refreshing and inviting reception area, also accommodating a Bar Lounge. On the basement level, a green-toned salon creates a harmonious connection with the floral décor of the entrance, completing an experience that combines elegance, light, and the poetic spirit of Van Cleef & Arpels.





Zip necklace

1954

Yellow gold, diamonds and rubies

Van Cleef & Arpels Collection

Patrimonial exhibition

To celebrate this new opening, the Madrid boutique will host the *Welcome to the World of Van Cleef & Arpels* patrimonial exhibition, showcasing a selection of creations that illustrate the Maison's expertise, creative spirit, and pursuit of excellence throughout the decades.

About Van Cleef & Arpels

Van Cleef & Arpels was born in Paris, at 22 Place Vendôme, in 1906. Its founding resulted from the 1895 marriage of Alfred Van Cleef and Esther (known as Estelle) Arpels, both from families of jewelry merchants. The Maison's sources of inspiration—including love, nature, couture and dance—open the gate to an enchanting universe. Guided by excellence, Van Cleef & Arpels is distinguished for its gemstones selected according to the most stringent criteria, its expert savoir-faire and its taste for innovation, expressed throughout its High Jewelry, Jewelry and Watchmaking collections. Today, its style, embodied in numerous signatures such as the Mystery Set technique, the Minaudière, the *Zip* necklace and the *Alhambra* motif, continues to blend inventiveness and poetry.

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