

Van Cleef & Arpels

Van Cleef & Arpels unveils its first boutique in Florence, Italy

Founded in Place Vendôme in 1906,
Van Cleef & Arpels opens its first boutique
in Florence, Italy.

Present in Italy in Milan since 2009 and in Rome since 2015, the French High Jewellery Maison announces its new boutique opening in Florence, set to grace the city's prestigious Via de' Tornabuoni from 7th May 2025.





Nestled within a historical building in the heart of Florence, the venue is close to Ponte Vecchio and the historic Palazzo Strozzi. To echo the city's rich history, the boutique maintains its original façade, adorned with metallic mesh panels in silk, embodying Van Cleef & Arpels' signature blend of classical elegance and contemporary flair.

Boasting over 260mq² of space over two floors, the Van Cleef & Arpels boutique opens onto an entrance hall illuminated by a custom-made chandelier. The space offers visitors a privileged setting where they are invited to explore the Maison's emblematic collections, such as *Perlée*, *Alhambra* and *Frivole*, displayed in Murano glass showcases.

The elegant space guides visitors through the adjoining rooms, where Art-Deco-inspired furnishings are complemented by the green hues of decorative panels, offering a poetic take on nature, one of Van Cleef & Arpels' cherished sources of inspiration. Bookshelves, decorated with publications and objects, narrate Van Cleef & Arpels' heritage since its founding in 1906, illustrating the Maison's enchanting universe.

The oak wood floors contrast with the stone marble of the staircase, leading visitors to the second floor of the boutique. Here, signature materials and colours are harmonised by black lacquered wood and green quartz to create a seamless transition between the two floors, while private spaces furnished with plush armchairs and sofas imbue the boutique with harmony and tranquility.



In addition to its display of jewelry and watches, the boutique offers spaces dedicated to private consultations, in keeping with the personalised service and attention to detail that Van Cleef & Arpels is renowned for.



Patrimonial Exhibition

To celebrate its opening, the Florentine boutique will be home to the *Welcome to Van Cleef & Arpels' world* exhibition from May until the end of July 2025. The exhibition will display a selection of pieces from the Maison's patrimonial Collection. These creations illustrate Van Cleef & Arpels' iconic expertise, its innovative spirit, its quest for excellence and its sources of inspiration, and invite visitors to discover the evolution of the Maison's style through the decades.

About Van Cleef & Arpels

Founded at Paris' 22 Place Vendôme in 1906, Van Cleef & Arpels came into being following Estelle Arpels' marriage to Alfred Van Cleef in 1895. Over the decades, the excellence and creativity of the High Jewellery Maison established its reputation across the world. With a blend of inventiveness and poetry, Van Cleef & Arpels perpetuates a highly distinctive style that has produced numerous signatures: the Mystery Set technique, the *Minaudière*, the transformable *Zip* necklace and the *Alhambra* motif. Its selection of gems that instill an emotion and the savoir-faire of its virtuoso craftsmen have given birth to enchanting jewellery and watchmaking collections. Whether inspired by nature, couture, dance or imaginary worlds, the Maison opens the gate to a timeless universe of harmony and beauty.

Van Cleef & Arpels

Via de' Tornabuoni 23

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Italy

www.vancleefarpels.com

Opening hours

Monday to Saturday

from 10:30 to 19:00

Sunday

from 11:00 to 19:00

PR Contact

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