

Van Cleef & Arpels

Van Cleef & Arpels Relocates its Boutique within The Shops at Crystals



Credit: Courtesy of Van Cleef & Arpels

Las Vegas, December 2025: Van Cleef & Arpels is pleased to announce the relocation of its boutique from its previous location within The Shops at Crystals. The Maison will continue its storied legacy in a new, expansive location of over 3,800 square feet with doors scheduled to open on December 12th.

“Van Cleef & Arpels is honored to continue sharing its legacy of craftsmanship, heritage of artistry and enchantment with The Shops at Crystals” said Helen King, President & CEO of Van Cleef & Arpels, Americas. *“We are delighted to embrace our devoted clients and extend a warm welcome to new friends of the Maison.”*

This new location provides a refined environment for appreciating the Maison's jewelry and watchmaking creations. The double-height façade, adorned with three elegant gold tones, invites guests to discover the intimate boutique.

Inspired by the charm of a Parisian apartment, the boutique unfolds into a main salon, lit by a Veronese chandelier handcrafted from Murano glass. It expands across one seamless floor cultivated in artistry. Guests are welcomed in private salons as well as a dedicated space for entertaining clients. Hand-painted silk wallpapers, adorned with exquisite floral motifs, echo the Maison's historical fascination for nature. Every detail reflects the Maison's distinctive taste.

Timeless Creations

Since its founding in 1906, Van Cleef & Arpels has created timeless, elegant pieces that enhance the natural beauty of stones and the brilliance of metals. As an example, inspired by the Maison's *flocon* motif introduced in the 1940s, the Snowflake collection combines the luminosity of white gold with the sparkle of diamonds, selected according to the most stringent criteria.



Snowflake bracelet, white gold, diamonds.
Snowflake earrings, white gold, diamonds.

Showcasing iconic and new creations, the boutique will highlight Classic High Jewelry pieces including Snowflake, alongside Perlée, Alhambra and Rose de Noël.

Born in 2008, the Perlée collection draws its golden beads from Van Cleef & Arpels' history. These precious spheres have gleamed in the Maison's creations since the 1920s, first to emphasize a design or border a stone before becoming a motif in their own right. In yellow, rose or white gold – combined with precious or ornamental stones, mother-of-pearl or coral – they lend their rounded forms and shimmering reflections to a variety of jewelry and watchmaking pieces with joyful and graphic silhouettes.

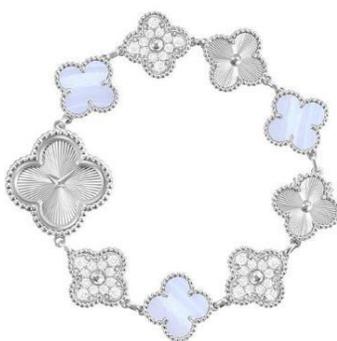


Perlée diamonds bracelet, 5 rows, in yellow gold, rose gold, or white gold, diamonds



Perlee signature, in yellow gold, rose gold, or white gold

Since its inception in 1998, the Alhambra collection's watches have never ceased to evolve. Faithful to the Sweet Alhambra aesthetic, this new creation brings *guilloché* white gold, diamonds and chalcedony together. As if set in a precious jewelry case, the motifs are placed within a beaded setting whose structure is carefully crafted by jewelry artisans. Its prongs, rounded to echo the golden beads, are skillfully folded down. A final polishing is performed to highlight the watch.



Sweet Alhambra watch *guilloché* white gold, chalcedony, diamonds and Swiss quartz movement

With the Poetic Complications collection, the Maison has expressed the poetry of its universe. In this precious environment, creations combine mechanical expertise, precious materials and *métiers d'art* to enliven each dial with a story. Since 2010, the Pont des Amoureux collection sets the scene for delicate romances in charming decors. Van Cleef & Arpels enriches the collection with the Lady Arpels Bal des Amoureux Automate watch, once again paying tribute to love and to Paris, the city of its birth. Hosting a new rendezvous, the dial reveals lovers reunited in a *guinguette*, moving towards each other for a kiss under festive lanterns.



Poetic Complications Collection, Lady Arpels Bal des Amoureux (Lover's Ball) Automate watch. Rhodium plated 18K white gold, diamonds, enamel. Self-winding mechanical movement, retrograde, automaton and on-demand animation.

Inspired by the fascination that the cosmos have always exerted over the Maison's imagination, the Zodiac theme appeared in its collections from the 1950s onwards. The creations celebrate the symbolism of the constellations and blend two of Van Cleef & Arpels' cherished sources of inspiration: nature and astronomy.



Zodiaque Scorpii (Scorpio) and Aquarii (Aquarius) medals, in yellow gold



Zodiaque Capricorni (Capricorn) long necklace, rose gold, amazonite
Zodiaque Sagittarii (Sagittarius) long necklace, rose gold, red pietersite

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 Jewelry and Watchmaking 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 precious case, the transformable *Zip* necklace and the *Alhambra* motif. Its selection of gems that instill an emotion and the savoir-faire of its craftsmen have given birth to enchanting jewelry and watchmaking collections.

Van Cleef & Arpels blends the excellence of its High Jewelry savoir-faire with great delicacy of vision to imbue the most precious materials with lightness and movement. Flowers, arabesques and feminine figures appear to come to life in three dimensions, while asymmetry bestows a subtle dynamism on certain pieces.

Van Cleef & Arpels also encourages the spread of jewelry expertise throughout the world and the preservation of its traditional crafts by collaborating with such leading schools as l'École de Bijouterie Joaillerie de Paris, l'École Boule and ESSEC's Chaire Savoir-Faire d'Exception. These initiatives express the Maison's ever-increasing involvement with younger generations, in order to foster High Jewelry skills and encourage their future development.

www.vancleefarpels.com

About Simon

Simon® is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales.

Van Cleef & Arpels The Shops at Crystals

3720 Las Vegas Blvd S., Suite 201

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Opening Hours

Sunday – Thursday: 11.00 a.m. – 09.00 p.m.

Friday – Saturday: 10.00 a.m. – 10.00 p.m.

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