

PRESS KIT

PIAGET

VENDÔME
NEW BOUTIQUE



PIAGET *UNVEILS*
ITS NEW BOUTIQUE ON
PLACE VENDÔME

Acting as the face of the 'Extraleganza' that defines the Maison, as elegant as it is extravagant, the historic boutique at 16 Place Vendôme in Paris is taking on a new look and doubling its original footprint. This new oasis is designed by Rafael de Cárdenas.



PIAGET

THE ART OF *SHAPE AND COLOUR*

Even from its exterior, the Piaget boutique invites passers-by to immerse themselves in a world brimming with colours and shapes. Its circular windows dazzle and draw the eye. The ground floor window in particular is enhanced with blue sodalite panels. This aesthetic choice pays homage to the Maison's historic dials on one hand, and to 20th-century French decorative art on the other, particularly the work of masters such as Jean Royère and Jacques Ruhlmann, who elevated the use of marble and other fine blue stones to the rank of artwork. Inside the boutique, other shades of blue, coral and gold blend together to echo the deeply rooted DNA of the Maison's creations. As pointed out by Rafael de Cárdenas, 'Piaget has a strong identity, both sophisticated and creative. The Maison's playful side, conveyed by different materials, colours and interplays of shapes allowed me to create a concept worthy of a cabinet of curiosities. I used refined products and collaborated with artists to echo both the exquisitely precise movement and the visionary rebelliousness of a Piaget watch.'

PIAGET





CRAFTSMANSHIP *AT THE HEART OF THE PROJECT*

The store itself stimulates discussion, as well as a celebration of the craftsmanship that lies at the heart of Piaget's identity. Typical of Parisian Haussmann-style apartments, the series of adjoining spaces reveals several intimate rooms where clients can discover the world of Piaget, while admiring design pieces such as the iconic Mushroom armchair by Pierre Paulin or tailor-made furniture such as a precious lacquer console table inspired by the fusion of blue stone and liquid gold, capturing the Maison's love of playfully blending shapes. Shining in a radiant gold colour, the 'cabinet of virtuosity' on the ground floor is the first space that visitors discover, retracing the Swiss Maison's legacy by exhibiting precious heritage creations in dedicated display cabinets. The plaster Savoir-Faire wall created by Caroline Perrin – an artist known for her mastery of the material – is a further nod to the Maison's craftsmanship. A sinuous, asymmetrical staircase leads up to the mezzanine level with all the supple, honeyed brightness of molten gold, its rise marked out by an undulating golden mural. Nestled in the curve of the banister, an exclusive domed display cabinet allows for the closest of encounters with the Maison's creations. The second floor, which also overlooks Place Vendôme, is a space bathed in delicate light. It stands out for its ceiling fresco inspired by malachite, created by Julien Gautier. The contemporary pieces from the Watch, High Jewellery and Jewellery collections have therefore found their ideal setting and dazzle visitors with their preciousness.



PIAGET

A CULTURAL *DIALOGUE*

Just like Salon Piaget, which opened in Geneva in 1959, this boutique is designed to be the perfect place for sharing and conversation. Above all, it embodies a cultural encounter, fusing the architectural aesthetic of the renowned Rafael de Cárdenas with the curatorial perspective of Alexandra Fain, founder and leader of Asia NOW, a unique and socially engaged contemporary art fair. The display of artwork was a must for the Maison, as it echoes the way that Piaget honours era-defining artists, drawing on their genius for inspiration for its own creations, ranging from watches to jewellery. This curation will be renewed once every six months.

During the renovation work, Piaget took up residence in the Piaget Apartment, also located on Place Vendôme – a space furnished with original pieces by Willy Rizzo, the famous photographer and designer. These decorative features, with shapes that are both daring and modern, lent structure to the animated *salon*, leading to encounters between carefully selected enthusiasts by offering a space for conversation and pleasure. At Piaget, the jeweller-watchmakers themselves have always been elevated to the rank of artists in their own right. Their personal stamp transforms each creation into an authentic work of art, designed to be worn with elegance, day or night. ‘Designed by Rafael de Cárdenas, the concept used for our flagship store marks a new chapter in the Maison’s creative expression. The boutique is a celebration of life, an explosion of light that subtly bears witness to the mastery of gold that has defined Piaget for all these years,’ notes Benjamin Comar, CEO of Maison Piaget.

PIAGET





ABOUT RAFAEL DE CÁRDENAS, LTD.

Rafael de Cárdenas, Ltd. is an innovative design and creative direction practice established in New York in 2006. With a distinguished portfolio of projects spanning the United States, Europe, and Asia, the studio is widely recognised for its work in residential and commercial interiors, architecture, furniture design, art advisory, and brand development.

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ABOUT PIAGET

Piaget epitomizes daring creativity – a quality that has continued to permeate through the Maison since its beginnings in 1874. From his first workshop in La Côte-aux-Fées, Georges-Edouard Piaget devoted himself to crafting high-precision movements in a feat that formed the very foundations of our pioneering name. In the late 1950s, Piaget unveiled the ultra-thin movements that would later become the Maison’s trademark and the cornerstone of the Altiplano collection. As a true innovator of the watch and jewellery world, Piaget strongly believed in creativity and artistic values. It is within the walls of our “Ateliers de l’Extraordinaire” where master artisans continue to harness rare skills that have been preserved and perfected from generation to generation, transforming gold, stones and precious gems into dazzling works of art. Through its pursuit of masterful craftsmanship, the Maison has created emblems of daring excellence channeled into its collections including Altiplano, Piaget Polo, Limelight Gala, Possession, Piaget Sunlight, Piaget Rose and Extremely Piaget.

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