

VHERNIER

MILANO

VHERNIER OPENS IN HONG KONG

The Milanese jewellery Maison opens its first boutique in Asia and unveils new store concept

Hong Kong, 18 November 2025 – The Italian jewellery brand **VHERNIER** opens its first boutique in **Hong Kong** inside the Peninsula Hotel, one of the city's most prestigious addresses.

Located on the ground floor, the new space covers a total area of 84 square metres and offers visitors the opportunity to discover the Maison's creations which combine the finest Italian craftsmanship with an experimental approach to shapes and materials.

Among all VHERNIER creations chosen by discerning clients and celebrities, a prominent place is reserved for two undisputed icons: **Abbraccio**, the collection that best represents **VHERNIER**'s sculptural aesthetic, and **Calla**, whose bold yet essential volumes are emblematic of the purist approach to jewellery, along side the new high jewellery architectural collection **Ardis**. The boutique also offers some of the most emblematic collections, such as **Aladino**, **Palloncino** and **brooches** created with **Trasparenze**, the signature technique thanks to which VHERNIER adds colour to its sculptural forms. It further showcases collections covered with the sensual **two-prong pavés**, smooth and extraordinarily luminous such as Verso, Pirouette and Tourbillon; and finally jewels that combine gold and diamonds with **unconventional** materials, such as titanium, aluminium, bronze and ebony, a testament to the research and experimentation that have established VHERNIER as a highly distinctive jewellery Maison.

The new space in Hong Kong is the first to be created with an **avant-garde architectural concept** designed by Italian architect Matteo Fraticelli of **FROM Architecture** in New York. It translates the Maison's philosophy into a space where purity of form, richness of materials and the art of jewellery coexist in perfect harmony.



VHERNIER

MILANO

The Hong Kong new opening brings the number of VHERNIER boutiques to 17, marking the Maison's arrival in Asia and bringing along the sculptural identity, innovation and Milanese elegance that have always defined its philosophy.

*"Over the coming years VHERNIER will aim to consolidate its international presence, leveraging its distinctive identity, artistic soul and sculptural style," says **Gianluca Brozzetti, Executive Vice President and CEO**. "The opening in Hong Kong is the first step in a broader retail expansion programme that will focus on high-potential markets such as the Chinese Mainland, the Middle East and the UK in the coming months."*

*"We're so pleased to have finally arrived in Hong Kong," says **Isabella Traglio, Head of Design and R&D**. "The city is an extraordinary, vibrant global hub where people possess a natural flair for sophistication. Over the years, numerous clients from Hong Kong and Asia have discovered VHERNIER during their travels — in Milan, Paris or elsewhere — and often asked when we'd open here. Now, we can finally make that wish come true."*

VHERNIER new store concept

Guided by the brand's sculptural design language and refined simplicity, the environment conceived by Italian architect Matteo Fraticelli of **FROM Architecture** is intimate and immersive, allowing each creation to take centre stage within an atmosphere of quiet elegance.

Vitrines in glass with bronze finish define the spatial rhythm, while seamless walls and floors — finished in fine-grained plaster and terrazzo using a mix of marble from the botticino and thasso family, inspired by Milanese palazzi — create a continuous, refined shell. Concealed lighting enhances the interplay of texture and form.

Consultation desks and freestanding showcases echo the same material harmony, reinforcing a unified narrative. A dedicated room for De Vecchi Milano 1935, the prestigious Italian silverware brand acquired by VHERNIER and whose modern aesthetic complements VHERNIER's jewellery, is conceived as a modern Wunderkammer and features carved wall niches and cast glass shelves.

The threshold between interior and exterior is defined by a storefront that harnesses the light as a dynamic design element. Stone blocks are broken into sections, forming a semi-transparent screen where structural elements integrate the display vitrines.

Notes to Editor

***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, aluminum and bronze; magnificent gems enhance the design and make each creation totally unique. VHERNIER has been part of the Richemont group since 2024 and currently has 17 mono-brand boutiques located in the main luxury streets of key cities, including Milan, Rome, Venice, Capri, Paris, Monte-Carlo, Geneva, New York, Miami, Beverly Hills and Dubai.*

***FROM Architecture** was founded in 2018. Founding Partner Matteo Fraticelli leads the New York office with over two decades of international experience. The studio's work spans residential, retail, and cultural projects in North America and Europe, defined by contextual sensitivity, craftsmanship, and innovation. Matteo drives the studio's vision through projects that blend design rigor with timeless architectural expression*