

RETAIL

Chaumet inaugurates first boutique in Italy

July 22, 2024



The new site is located on a famous shopping street in Rome. Image credit: Chaumet

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler **Chaumet's** newest shop is open for business.

The French maison picked Rome as the setting of its very first address in Italy. The 1,300-square-foot boutique, located at Number 22 on Via dei Condotti inside a historic palace, showcases classic lines, high jewelry collections and Chaumet's ties to the Mediterranean nation.

Paris to Rome

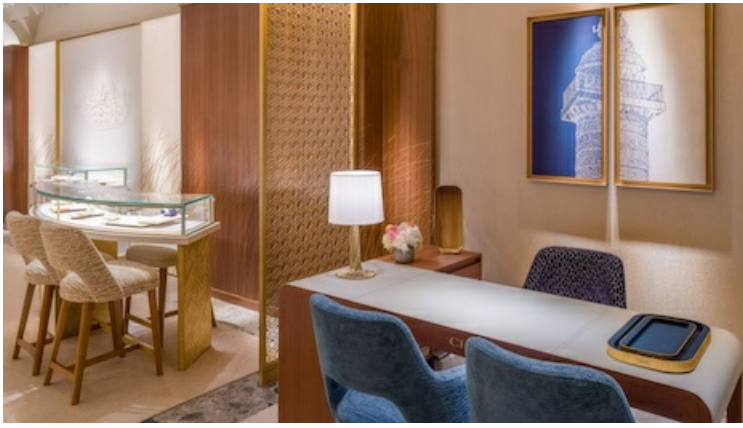
The exterior of the standalone store is adorned with blue stonework, granting the facade a wash of cobalt.

Splashed across classical artworks and tesserae, made in Italy for millennia, the hue offers a distinct sense of place, culture and history to Chaumet's summer opening. This touch is complemented by the interior motifs and palette of dark blue, gold and ivory.

Jewelry is presented amidst vaulted ceilings, marble floors, travertine windows and mosaics, adding to the locally informed and heritage-centric layout and design of the boutique.

To bring together the label's identity and the host country of its new shop, there is a drawing depicting Trajan's Column, a historic landmark in the city, and its twin in Place Vendôme, Chaumet's home base.

The site's operating hours are 10:30 a.m. to 7:30 p.m. daily from Monday to Saturday. On Sundays, locals and tourists alike can enjoy the gems from 11 a.m. to 7 p.m.



Stores from others in the luxury sector, such as Cartier, Bulgari and Hermès, are situated on the same street. Image credit: Chaumet

For the opening of the latest addition to Chaumet's property portfolio, which includes seven multi-brand locations in Italy, the house took over Rome's central square, the Piazza di Spagna, with a large-scale display.

Peers in the world of high-end jewelry are also taking to the ancient locale for their own exhibits. Others, such as Italian jeweler Bulgari, are heading to Paris from Rome to, like Chaumet, highlight the tethers that connect the two fashion-and-art capitals ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.