

BOUCHERON

PARIS DEPUIS 1858

THE MOST STYLISH AND CUTTING-EDGE FRENCH HIGH JEWELRY MAISON
OPENS ITS BOUTIQUE IN SHOPPES AT VENETIAN, MACAU, CHINA



On the 22nd of January 2025, Maison Boucheron unveiled its boutique in Macau, China, located at Shoppes at Venetian. This iconic mall, opened in August 2007, is a mega entertainment complex inspired by the Italian city of Venice and is renowned for its luxurious atmosphere and exceptional architecture. Macau, a special administrative region of China, has emerged as a global hub for luxury, attracting discerning travelers and shoppers from around the world. This 246 square-meters boutique strengthens Boucheron's presence in Macau.



For Maison Boucheron, boutiques are more than just places where to buy jewelry pieces. Since its creation, one of the core values of the Maison has been its family spirit. This warm atmosphere is infused into every boutique, inviting clients to feel at home as they explore Boucheron collections. This concept of welcoming is brought to life through thoughtful design elements and carefully curated details. Boucheron boutiques feature inviting round tables that gather the clients and the advisors. With each new boutique opening, the Maison handpicks unique pieces that contribute to the overall charm and character of the space. From vintage furniture to contemporary artwork, every element is chosen with the same care and attention to detail that goes into creating a home. The boutique features pieces from Pierre Chareau, who was famous in the 1930s for his sophisticated, elegant and vibrant style.

The boutique draws inspiration from the Parisian architecture of the Maison's historic address on Place Vendôme, where Frédéric Boucheron was the first of the great contemporary jewelers to open a boutique in 1893, at the number 26. The boutique's façade is a striking feature, made of glass prisms in the iconic Boucheron green creating a mesmerizing mirror effect. The façade incorporates other iconic Boucheron designs, such as the grosgrain motif, reminiscent of its couture heritage, and the emerald cut, evoking the shape of Place Vendôme for a bird's-eye view. Molded frames in green marble, sleek black metal accents, and a symmetry reminiscent of Art Déco, are also essential to Boucheron's aesthetic. Art Deco, prevalent in the 1920s and 1930s, epitomizes geometric shapes, bold colors, and ornamentation.



The VIP area of the Venetian boutique is directly inspired by the Jardin d'Hiver in Boucheron's historic address, on 26 Place Vendôme. This light-filled space, with its classically inspired architecture, brings together plants and decorative objects, paying tribute to Nature, a theme dear to the Maison. To echo the city of Macau, it incorporates the codes of a triumphant nature with a local touch. The materials and fabrics selected reflect the essence of this natural world, with the main element being the striking palissander wood, characterized by a striped pattern reminiscent of a zebra's coat. The space also features a panoramic wallpaper entirely made of linen, developed by the renowned Pierre Frey house. The other fabrics in the space have been carefully chosen to balance and highlight these two main elements.

The boutique showcases Boucheron's iconic collections, such as Quatre, Serpent Bohème, bridal pieces, alongside select High Jewelry pieces.

Address: 004 & 005a, Level 3, Shoppes at Venetian, Estrada da Baía de N. Senhora da Esperança, Taipa, Macau SAR, P.R. China

ABOUT BOUCHERON

Created by Frederic Boucheron in 1858, Boucheron is built through four generations of direct descendants. Visionary designer and first of the great contemporary jewelers to open a boutique on Place Vendôme, Boucheron embodies excellence in Jewelry, High Jewelry and Watchmaking. The Boucheron style, free and audacious, continues to create the classics of tomorrow. There are currently more than 90 Boucheron boutiques across the world. Boucheron is part of the global Luxury group Kering.

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Press Enquiry

Karla Otto Hong Kong

Wibie HO / Email: wibie.ho@karlaotto.com / Tel: +852 5406 4452

Ka Kiu WONG / Email: kakiu.wong@karlaotto.com / Tel: +852 9375 9937

Boucheron Hong Kong

Belinda LEE / Email : belinda.lee@boucheron.com / Tel: +852 6087 1689

Mandy CHONG / Email : mandy.chong@boucheron.com / Tel: +852 6833 1277