

KERING



PRESS RELEASE

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RENOVATION OF 26 PLACE VENDÔME, BOUCHERON'S ICONIC ADDRESS, BY KERING

The legendary home of Boucheron, a byword for excellence in high jewellery and watchmaking for almost 160 years, is about to be renovated by Kering.



As Boucheron's 160th anniversary approaches, Kering intends to start renovating the mansion at 26 Place Vendôme, which has been the Maison's most emblematic boutique since 1893, and has filed for a building permit from the appropriate authorities at Paris City Hall. This prestigious address lies at the heart of the brand's history, Frédéric Boucheron having chosen this exceptional location to showcase his creations. The building was aptly coined the 'mansion of light' by its illustrious neighbours, because of the way the sunlight falls on the building from morning to night. Boucheron thus became the first contemporary jeweller to open a boutique in Place Vendôme, which has since become the cradle of high jewellery.

Led by Michel Goutal, Chief Architect for Historical Monuments, this project aims to highlight the architecture and original volumes of the building, which was initially named the 'Hôtel de Nocé', part of which is listed as a historical monument. The renovations will be fully compliant with all current standards, particularly in terms of the environment, in accordance with the Group's own long-term commitments to this cause.

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The renovation of this exceptional building reflects Chairman and CEO, François-Henri Pinault's vision of a luxury that is both solidly rooted in heritage and in constant motion - an audacious form of luxury that is free in its choices and builds a bridge between history and creativity. The project also ties in with several other ambitious restoration projects involving historic Parisian buildings, such as 40 rue de Sèvres – where the former Laennec Hospital once stood, now home to Kering's and Balenciaga's head offices, and the Penthémont Abbey complex on rue de Bellechasse, which is currently being converted into Yves Saint-Laurent's new head office.

By choosing to renovate 26 Place Vendôme, Kering is preserving and perpetuating the history of this famous address and the spirit of creativity that flows through it.



High resolution photographs available [here](#)

About Boucheron

Created by Frederic Boucheron in 1858, Boucheron is built through four generations of direct descendants. Visionary designer and first jeweler of the 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 55 Boucheron boutiques across the world. Boucheron is part of the global luxury group, Kering.

About Kering

A global Luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra. By 'empowering imagination', Kering encourages its brands to reach their potential, in the most sustainable manner.

The Group generated revenue of €12.385 billion in 2016 and had more than 40,000 employees at year end. The Kering share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

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Press contacts

Emilie Gargatte
Renato Martinelli
Astrid Wernert

+33 (0)1 45 64 61 20
+33 (0)1 45 64 66 00
+33 (0)1 45 64 61 57

emilie.gargatte@kering.com
renato.martinelli@kering.com
astrid.wernert@kering.com

www.kering.com

Twitter: @KeringGroup

LinkedIn: Kering

Instagram: @kering_official

YouTube: KeringGroup