



# BUCCELLATI

MILANO DAL 1919

## BUCCELLATI ANNOUNCES THE OPENING OF A NEW BOUTIQUE AT PLACE VENDOME MALL IN DOHA

Buccellati is proud to announce the opening of its second boutique in Doha, which is also the fourth boutique in the Middle East for the Group. The new store is located at Ground Floor of the recent Place Vendôme Mall, a multibillion Qatari Riyal mixed-use development in Lusail City that opened its doors to the public on April 15<sup>th</sup>, 2022.



The 1.150.000 sqm composing the Mall host up to 560 different retail outlets with an exclusively luxurious wing dedicated to top brands and labels. In less than one year from its inauguration, the Place Vendôme Mall has become the center of attraction for regional and international residents and visitor seeking a combination of varied entertainment and retail choices in one place.

The new boutique is divided into three comfortable spaces where our collections are beautifully displayed: the first room after the entrance façade hosts the coral table for the jewellery collections, the second room is set to have one-of-a-kind creations and high-jewellery display, and the third room has been projected to host silver *objets d'art* and giftware, together with the most iconic Maison's accessories for home and decoration.



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The boutique has been designed in line with Buccellati architectural concept of all other boutiques around the world, with the typical historical windows on the façade.



Alongside the newest jewellery collections, the vitrines will present the *iconic* Macri, Opera, Ramage, Rombi, Hawaii and Tulle collections, as well as the most popular Macri and Tulle watches collections, all inspired by the best Italian savoir-faire, and the unmistakable timeless and elegant look.

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Buccellati is a renowned high-jewelry brand, admired for its craftsmanship and the uniqueness of its creations. Distinctive is the use of rare stones with extraordinary colors, mixed with white and yellow gold, all nicely carved like laces. Today, the Buccellati jewels stand out for their design and for the techniques used to create them, such as the hand-engraving technique, dating back to the ancient goldsmithing traditions of the Italian "bottega" during the Renaissance times. The shapes of the collections are all inspired the historical archive drawings and by the very first creations of the founder, Mario Buccellati. Today, the Maison is 100% owned by the Richemont Group. Andrea Buccellati is Honorary Chairman and Creative Director, with other members of the family in key management positions. Buccellati boutiques are present in the most important cities and in the most prestigious Malls of the world.