

Christofle

PARIS

THE MAISON CHRISTOFLE OPENS ON THE RUE SAINT-HONORÉ

On November 23rd, Christofle will inaugurate the Maison Christofle Saint-Honoré. Designed by the interior architect Christophe Pillet, it is located at 221, rue Saint-Honoré in Paris. With this opening, Christofle celebrates its arrival on the French capital's major new fashion artery.

The inauguration of the Maison Christofle Saint-Honoré represents a creative turning point initiated by Christofle to refresh its lifestyle offer and reintegrate luxury objects and pleasures into everyday life.

Today, this fresh concept is showcased in a new store on the Rue Saint-Honoré conceived by the interior architect Christophe Pillet. Designed in the manner of a beautiful Parisian apartment, the venue is composed of various living spaces — a foyer, a living room, a family room, a dining room and a boudoir — that recreate the atmosphere of an elegant and comfortable home whose occupants have assembled an exquisitely tasteful collection of beautiful objects. A contemporary take on the art of living, made for sharing with guests.

Like a cabinet of curiosities for enlightened enthusiasts, the store presents all of Christofle's emblematic products and its various collections: table arts, decorative accessories and house gifts, high silversmithing and jewelry, as well as a selection of storied pieces from the Christofle archives, exhibited here for the first time.

Muted, neutral materials and matte, radiant colors showcase different aspects of silversmithing in a warm, more feminine setting characterized by curved lines and gentle sensuality.

Highlights include the Idole de Christofle jewelry line and the emblematic Mood silverware concept.

The opening of the Maison Christofle Saint-Honoré also marks the unveiling of three in-store exclusives: Mood Paris, which is engraved with the city's skyline; and two new rings in the Idole de Christofle line, one in white gold with gradated blue sapphires, the other in rose gold with gradated pink sapphires.

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