



MAUBOUSSIN

How can Mauboussin reach haute joaillerie again?

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Joannerie or Haute Joannerie?

In French: "bijouterie", "joannerie" and "haute joannerie"

"Bijouterie": standardised and mass jewels fabrication

"Joannerie": conception of jewels made of precious stones set on precious metals

"Haute Joannerie": similar concept as "Joannerie" with more unique and rare materials and outstanding savoir-faire and technics. Haute Joannerie is seeking "excellence, exploit and sublime"



MAUBOUSSIN

Before

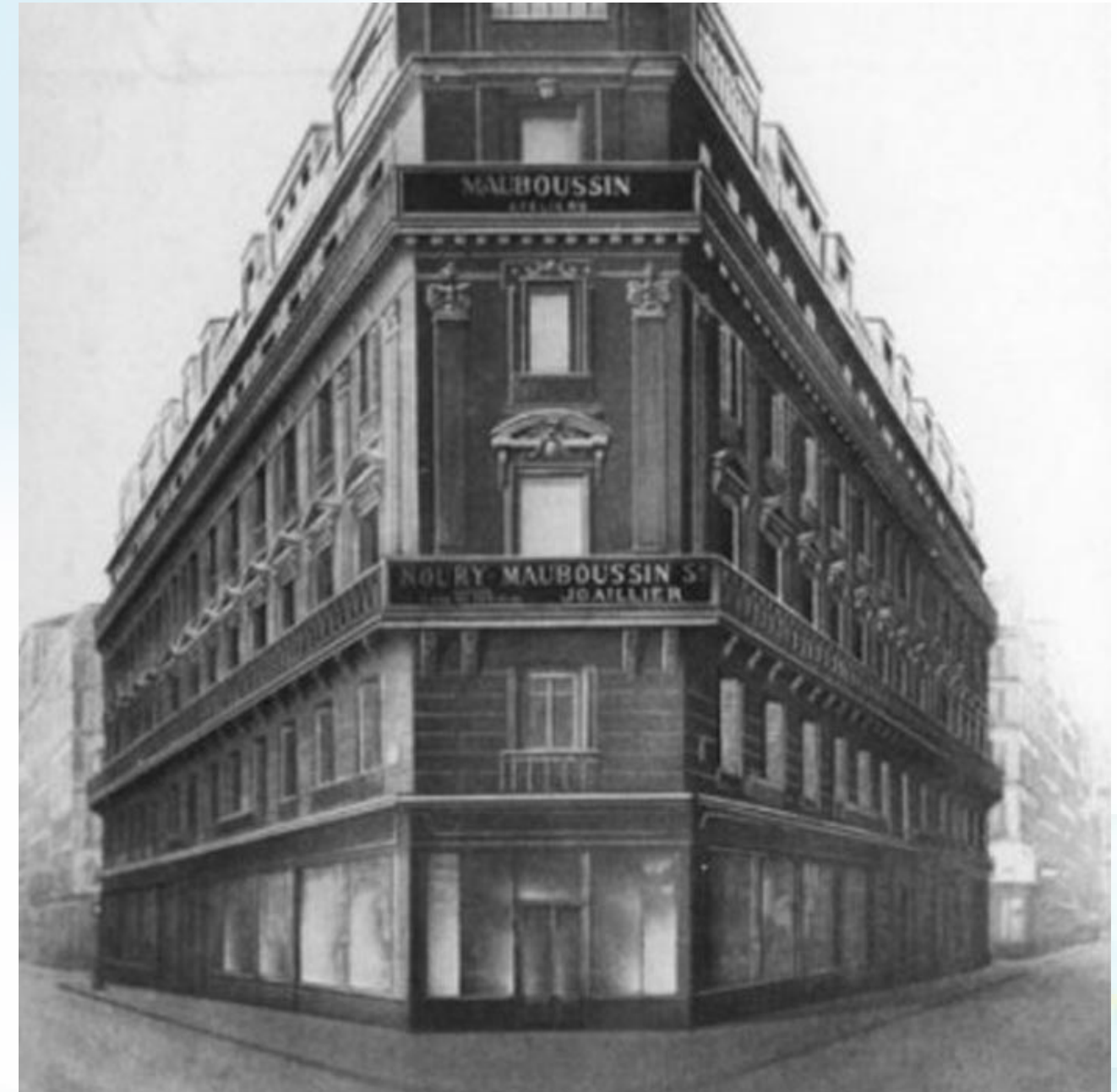
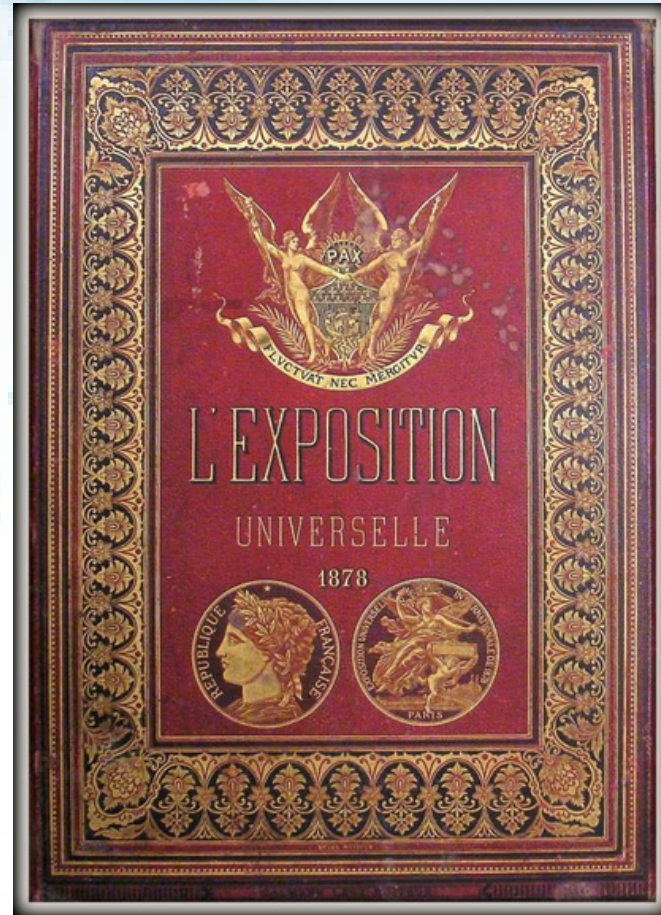
HISTORY



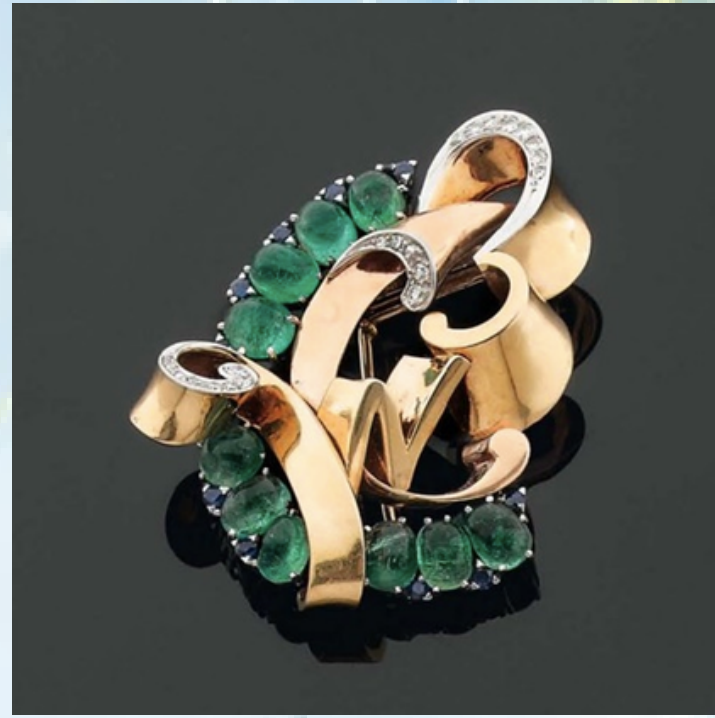
**Georges
Mauboussin**



**Jean-
Baptiste
Noury**



**The Maison Mauboussin in 1923
3 rue de Choiseul, Paris**



1928 and 1933, three major exhibitions, devoted respectively to emeralds, featuring 235 jewels including the 24-carat stone given to Josephine by Bonaparte

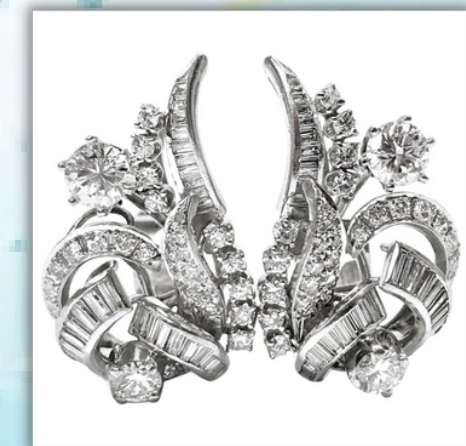
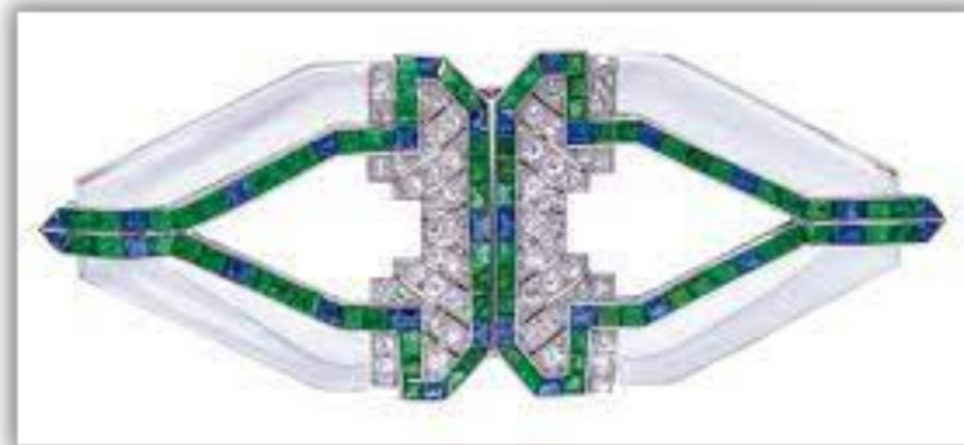
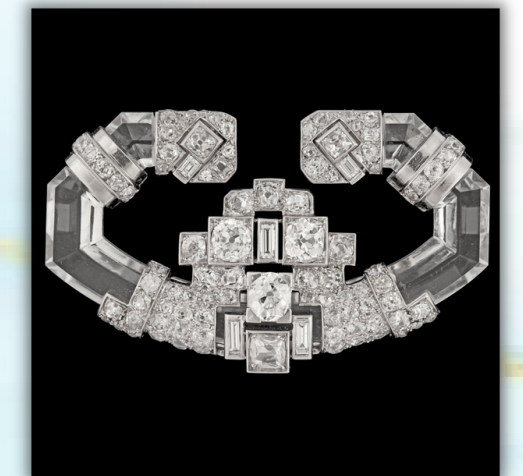


The Famous engagement ring to Josephine by Bonaparte



Its reputation was assured, with customers including the Maharajah of Kapurtiala and the Prince of Wales. Maharani of Indore wearing two pear-cut diamonds inherited from his father in a necklace that was made by Mauboussin

Mauboussin is known for their Baguette cut diamonds and exceptional stones



WHAT WENT WRONG



- The Maison expanded worldwide.
- The Maison left Place Vendôme in 2015 for financial reasons to settle in Rue de la Paix.
- 2012-14 the brand saw huge financial deficit because of Wall Street crash.
- Dominique Frémont, democratize its jewelry with the CEO, Alain Nemaq.
- Engagement rings and perfume kept the name of the brand alive.



MAUBOUSSIN

After

THE NEW BRAND IMAGE & PERSONALITY

- Updating the name from Mauboussin to Mauboussin Paris 1827
- Evolution from gift giving to treating yourself.
- Empowering jewels
- Core values:
 - Sophisticated
 - Bold
 - Innovative

THE NEW BRAND IMAGE & PERSONALITY

Star logo for lovers, inclusive couples, matching jewels, unisex jewels



PLACE



- From rue de Choiseul to Place Vendôme to Rue de la Paix and back to Place Vendôme, the center of Paris, 1er arrondissement, the heart of jewellery and haute joaillerie
- Become a 'Maison' or an 'Atelier', reinvent the old Atelier
- First floor for the reception, second floor for a brand museum, and third floor the 'atelier'
- The brand is part of the Vendôme Committee and Colbert Committee

PLACE



- Adapt the distribution: less stores for more exclusivity and only sell in luxury department stores like Galeries Lafayette, la Samaritaine or Harrods in London



*On the left, the Mauboussin focus in Galeries Lafayette boulevard Haussmann, on the right, Harrods fine jewellery department *Chaumet and Bulgari*



QUALITY & SAVOIR FAIRE

- Transparency and traceability about the origin of the materials
- Pre-owned pieces exhibited in the *Maison* and available to buy
- Hire or train experts in fine jewellery conception
- Gather some of the iconic masterpieces in the *Maison*
- Organise an exhibition of the *Maison* to tell the new story



QUALITY & SAVOIR FAIRE



- In 2022:

- **LVMH - backstage of the group's brands open to the public**

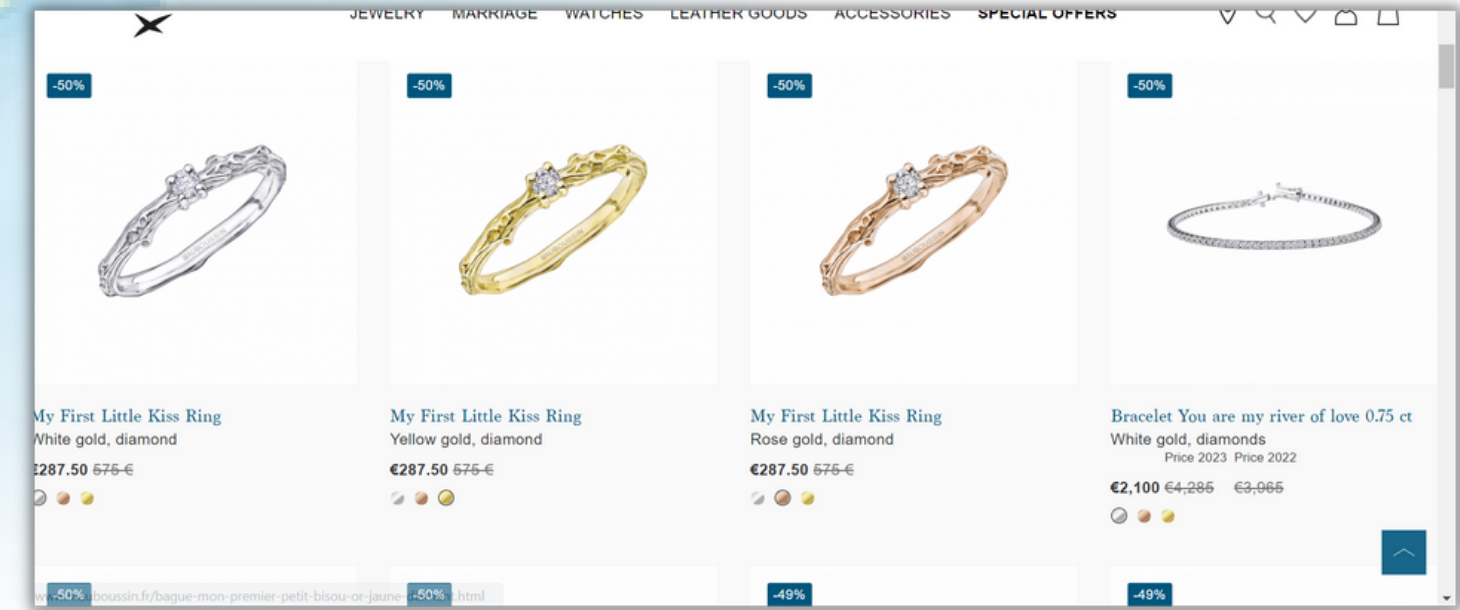
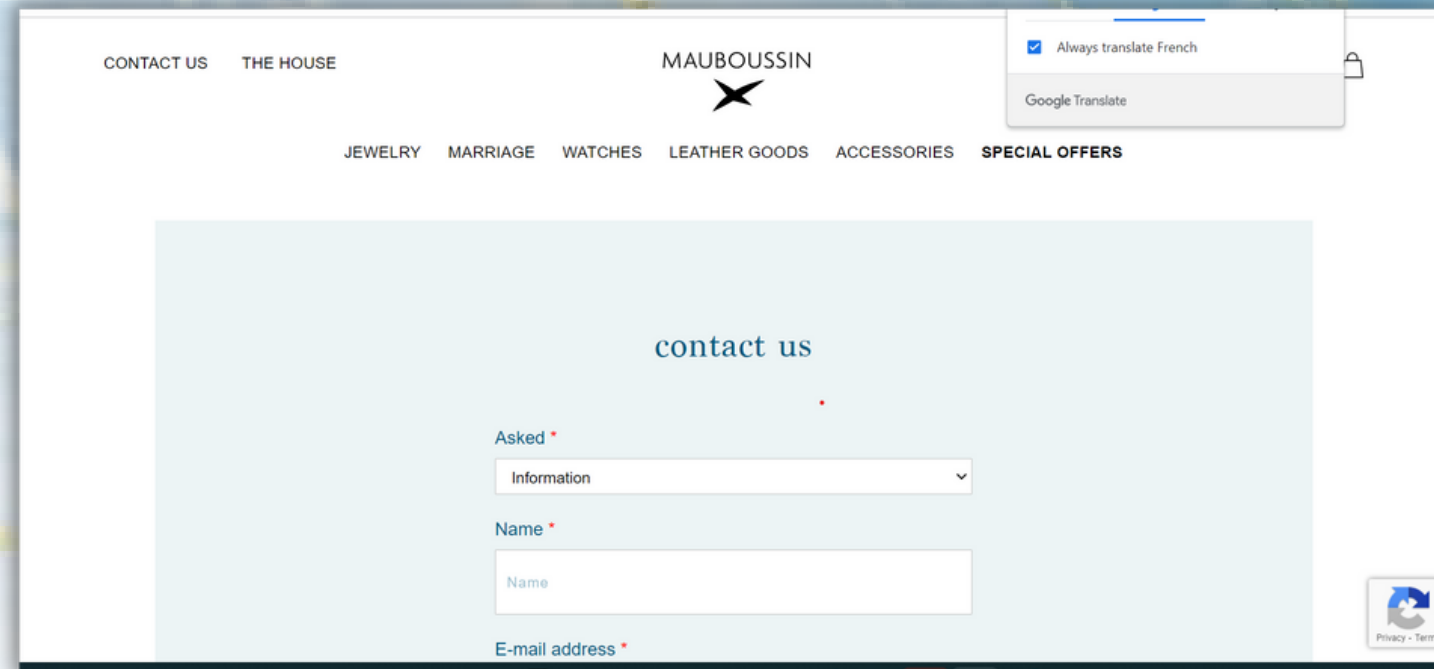
Berluti, Broderies Vermont, Bulgari, Chaumet, Cova, Dior, Fondation Louis Vuitton, Fred, Hôtel Cheval Blanc, Le Jardin d'Acclimatation, Kenzo, La Grande Épicerie de Paris, Le Bon Marché, Atelier prototypes Louis Vuitton, Atelier Maison Francis Kurkdjian, Moynat Studio, Officine Universelle, Studio Repossì, Samaritaine Paris Pont-Neuf,

QUALITY & SAVOIR FAIRE



- In 2023:
 - Schiaparelli - musée des Arts décoratifs
 - Lanvin - maison de beauté Carita





<https://www.mauboussin.fr/la-maison-mauboussin>

<https://www.cartier.com/fr-fr/maison/the-story/story-and-heritage>

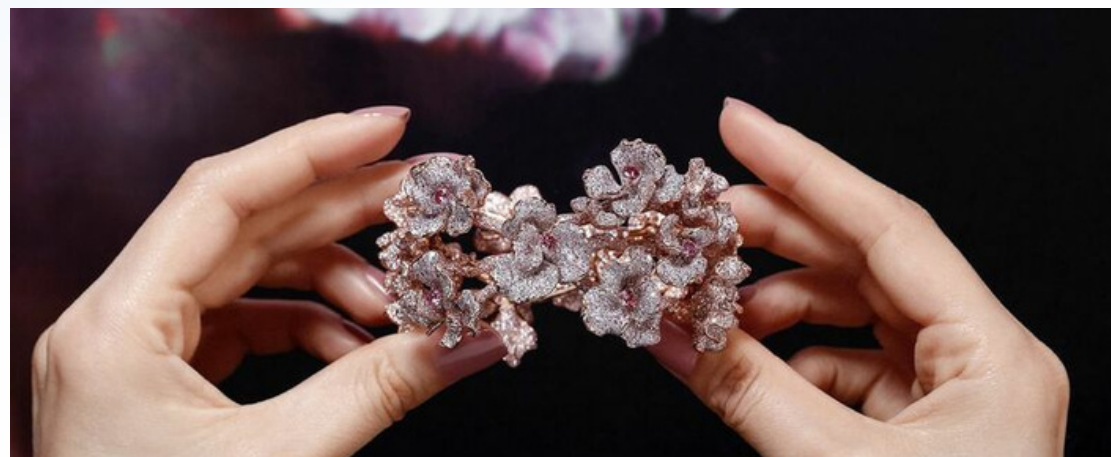
PACKAGING



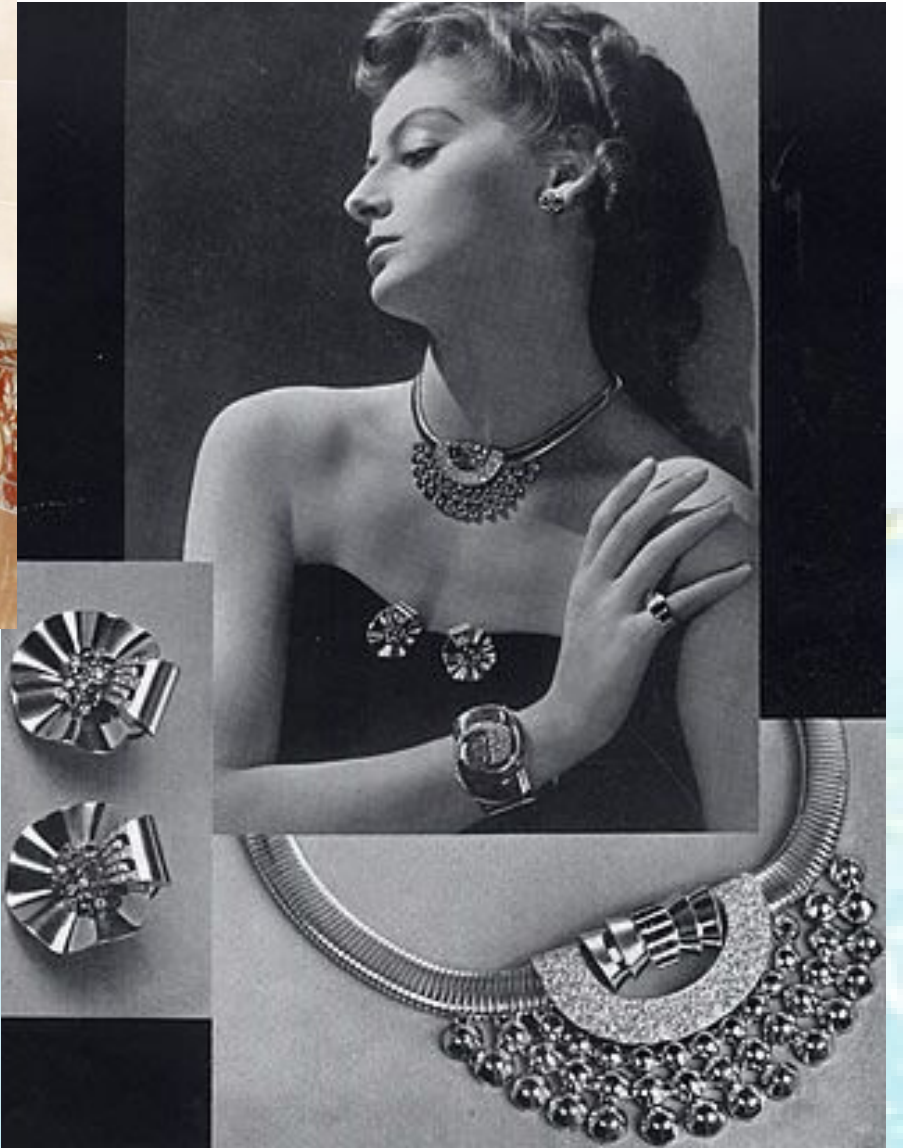


IMPORTANT FIGURES

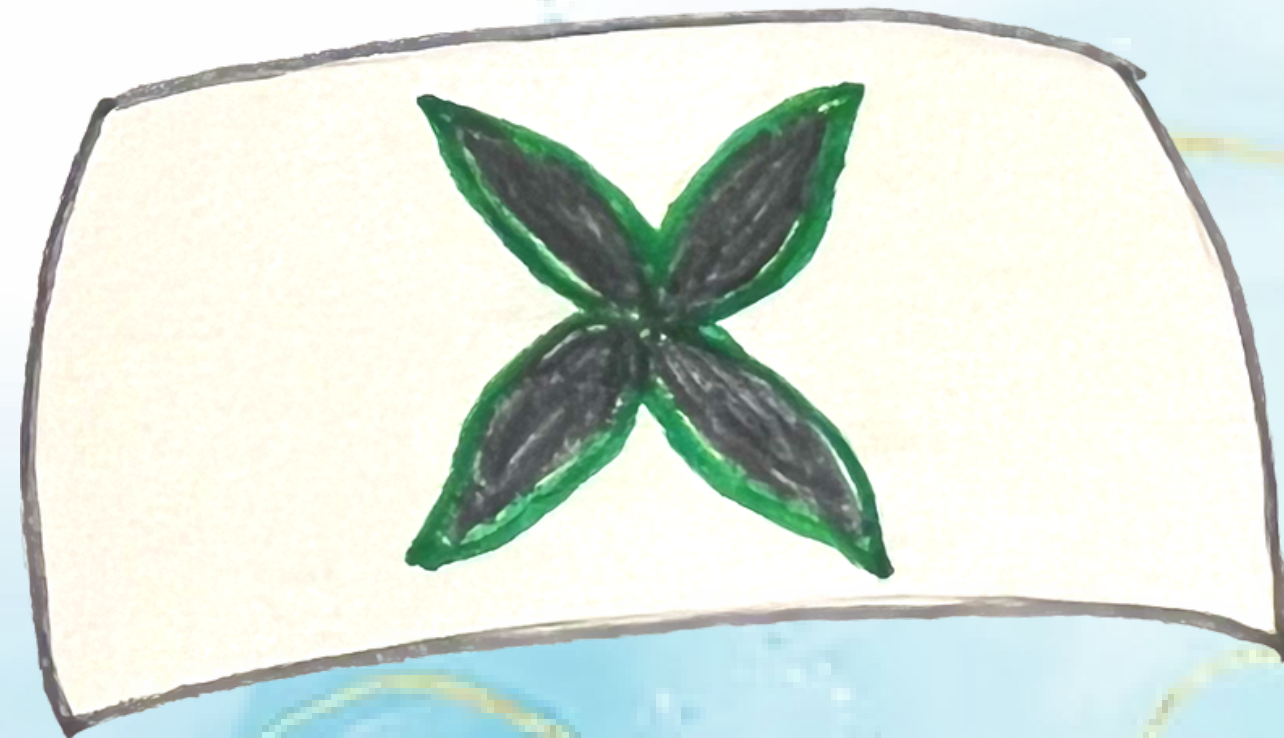
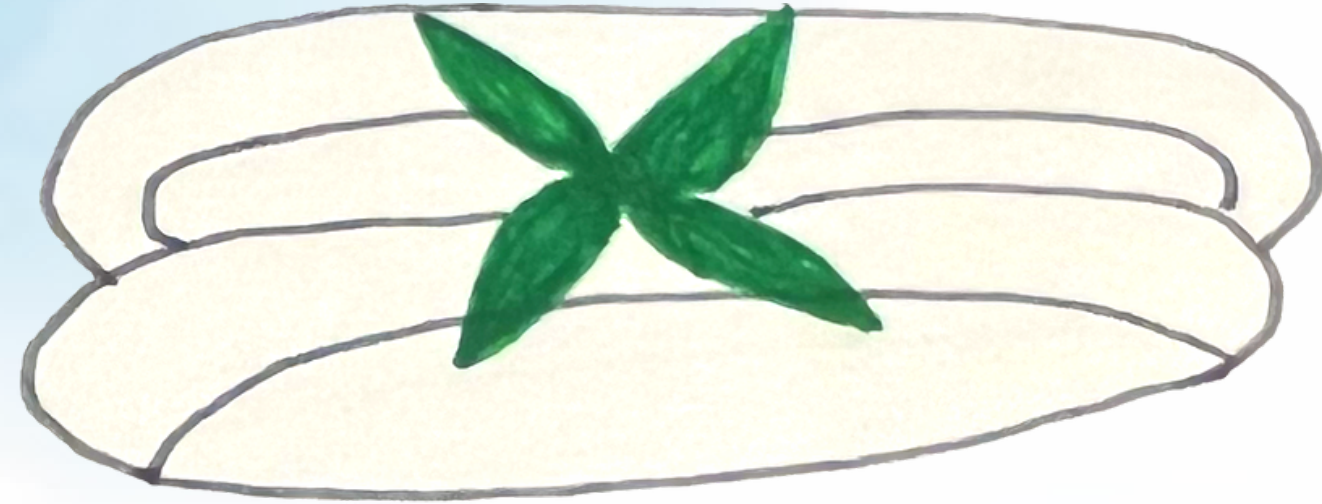
- New artistic director: Emmanuel Tarpin



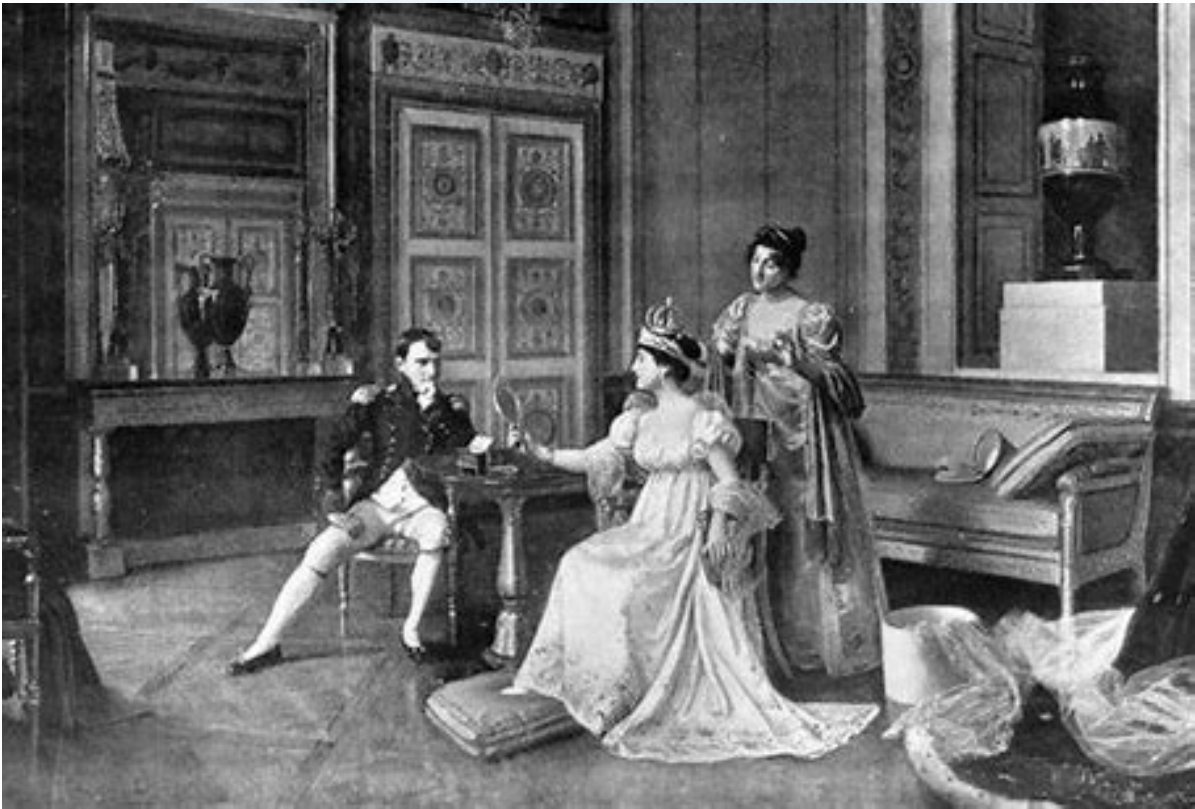
MOODBOARD



THE MASTERPIECE



THE NEW STORY





PERFECT BRAND AMBASSADORS

