

Richemont Adds Italian Jeweler to Its Luxury Stable



Swiss luxury conglomerate Richemont has acquired Italian jeweler Vhernier in a private transaction, noting its aesthetic works well with the group's other jewelry brands.

“Maison Vhernier brings a distinguished and distinctive design that beautifully blends modern, sleek and elegant shapes with unconventional materials, magnified by exceptional craftsmanship,” Richemont chairman Johann Rupert [said Tuesday](#). “This unique aesthetic perfectly complements our existing collection of renowned jewelry maisons.”

Vhernier was founded in 1984 and is based in Milan. The Traglio family acquired the company in 2001. The brand's pieces feature bold sculptural and ergonomic shapes created with unusual gem and metal combinations, including titanium, bronze and ebony, Richemont observed. Its collections include Calla and Palloncino, which are sold through mono-brand boutiques and multi-brand stores, primarily located in Europe and the US.

The Italian maison also operates De Vecchi Milano 1935, an Italian heritage silverware

home decor brand.

In addition to Vhernier, [Richemont](#) owns jewelry brands Buccellati, Cartier, and [Van Cleef & Arpels](#), as well as specialist watchmakers Piaget, Vacheron Constantin and IWC Schaffhausen.

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IMAGE: A VHERNIER STORE IN MIAMI, FLORIDA. (VHERNIER)