



# HAPPY TOGETHER

CHOPARD'S ARRIVAL AT WYNN BRINGS TIMELESS TREASURES, DANCING DIAMONDS, AND A DELIGHTFUL MENAGERIE OF ANIMALS.

BY AMY ELLIOTT

Everything feels blissfully sun-drenched and golden during the month of May, especially in the Côte d'Azur, and especially in matters concerning Chopard. When the Cannes Film Festival unfolds mid-month, the celebrated Swiss jeweler—a longtime partner of the festival—is always front and center. Chopard's presence at Cannes is ubiquitous, from decking out attendees in the most impressive baubles imaginable to hosting the festival's most magical parties. And the Palme d'Or award? Chopard has been designing and producing this sculptural gold-and-rock-crystal trophy since 1998. *Amour* was this year's winning film; at the premiere, lead actress Isabelle Huppert accessorized her bronze silk-satin Armani gown with a pair of magnificent, lime-wedge-sized platinum-and-diamond earrings by Chopard (surely it was just a coincidence).

This year's festival coincided with another happy occasion for the maison: the opening of a boutique at Wynn, where guests walked a red carpet of their own, eagerly making their way to the hotel's newest purveyor of wildly opulent watches and jewels. The carpet, unfurling down the Esplanade like a rainbow-bordered, blossom-strewn scarlet lawn, stops just in front of the store, where two large cursive Cs serve as doorknobs. Designed by

TOP RIGHT: Ladies' owl watch (price upon request) from Chopard's Animal World collection

PHOTOGRAPH BY CASHMAN PRODUCTIONS (STORE)





The Chopard boutique at Wynn

A dazzling selection of watches and jewels has been curated with Wynn's clientele in mind.



Apple ring featuring green tsavorites (price upon request), from Chopard's 2012 Red Carpet Collection

celebrated New York-based architect Thierry W. Despont, who installed the Decorative Arts Galleries at the new J. Paul Getty Museum in Los Angeles and worked on the centennial restoration of the Statue of Liberty, the store's interior is the vision of Caroline Scheufele, Chopard's co-president and artistic director. Specifically, it takes inspiration from the living room in her sprawling villa on Lake Geneva, a space she describes as warm, traditional, and cozy; however, upon stepping inside the Chopard boutique, visitors feel that they have entered an acutely luxurious, sophisticated dimension. Thoughtfully chosen details, such as sparkling crystal chandeliers, blonde-wood flooring and cabinetry, sumptuous velvet upholstery, and tasseled drapery cordoning off a private viewing area, create a grand backdrop for the main attraction: a dazzling selection of watches and jewels that have been curated with the Wynn clientele's tastes—not to mention the vibrant, ebullient atmosphere of Las Vegas itself—in mind.

Founded in 1860 by Louis-Ulysse Chopard and later acquired by the Scheufele family in 1963, "the company has a long and deep history of heritage, tradition, quality, creativity, and innovation," says Marc Hruschka, Chopard's US president and CEO. "Every piece is handcrafted in-house by gifted artisans, whether it's a rare timepiece made at our Manufacture in Fleurier or an intricate piece of high jewelry crafted at the atelier in Geneva."

Scheufele has been designing for the brand since she was a teenager, starting with a clown pendant clad in gold and complete with pointy hat, disarticulated limbs, and a round belly full of diamonds and colored stones. Her maiden contribution was a huge success and injected a dose of levity, wit, and joie de vivre into the brand's aesthetic, an idea that continues to this day. "There was something lacking in the haute joaillerie market,"

says Scheufele. "Everything was rather classic and not particularly innovative, and Chopard brought a breath of fresh air and freedom to this slightly stuffy world."

The company's rich heritage in the field of precision watchmaking continues under the aegis of Karl-Friedrich Scheufele, Caroline's brother and co-president. Over the years, the brand has launched several groundbreaking timepieces, 1997's LUC 1860 being the classic example. Like all iconic watch designs, its technology has been optimized and its aesthetic features have been riffed on in subsequent LUC introductions. The LUC Lunar One model, refurbished for fall, "is one that I'm personally excited about," says Hruschka. The defining characteristics—a perpetual calendar and a star-spangled display that tracks the phases of the moon—remain but are now handsomely presented within a curvaceous 18k rose-gold case offset by polished- and brushed-satin lugs, while gold, 1960s-style Roman numeral appliques accent the luminous silver-tone dial. The timepiece will be attractive to watch collectors and connoisseurs, but it's also perfect for anyone who is "ruled by the moon" in matters of love, business, or creativity.

Chopard would have remained a predominantly watch-only brand were it not for Caroline's influence—that is, her passion for rare and beautiful gemstones, her spot-on instincts, and an unfettered design sensibility that's alternately exuberant and whimsical, or incomparably regal and opulent. The latter description is beautifully illustrated by the more than 114 carats' worth of diamonds that Penélope Cruz memorably wore to the 2012 Oscars, including a necklace of graduated pear-shaped diamonds.

Several pieces in the 2012 Red Carpet Collection capture the revitalized, fashion-forward image that has become so dear to Chopard's purview, including the Apple ring, which is fashioned with luscious green tsavorites. "It's a personal favorite of mine," says Caroline. "It's an



Frog necklace (price upon request) from the Chopard Animal World collection



Caroline Scheufele



Penélope Cruz in a diamond Chopard necklace at the 2012 Academy Awards

PHOTOGRAPHY BY CASHMAN PRODUCTIONS (STORE)



unexpected, delightful piece with a hint of humor and a delicious radiance.” Animal World, launched in 2010 to celebrate Chopard’s 150-year anniversary, was conceived in the same spirit. Each piece in the collection is a mini fantasia on the inherent physical beauty and emotional expressions and gestures of various animals: A bespectacled ruby, pink-sapphire, and diamond owl is perched on a watch; a pink-diamond frog scales a cascade of emerald lily pads on a necklace shimmering with diamonds and aquamarine drops; and a warren of diamond rabbits, nestled together on a white-gold cuff bracelet, nibble on orange-sapphire and green-tourmaline carrots. The Wynn boutique offers a handful of these delightful creatures, including a black-and-white penguin waddling on a watch face with diamonds, and the most adorably chubby bear cub, ensconced in a toasty-warm coat of brown diamonds, trying mightily to climb atop a rose-gold cocktail ring.

Those who prefer a more classic look should consider pieces that incorporate Chopard’s signature motif, Happy Diamonds. These unset diamonds are unencumbered by prongs or weighty settings and “float” like Champagne bubbles or tossed confetti. The first Happy Diamonds were a series of men’s watches that debuted in the 1970s; inspired by the way splashing drops from a waterfall reflect sunlight in mid-air, the watches feature free-spinning diamonds moving around the dial as though they were dancing. When Karin Scheufele, Caroline and Karl-Friederich’s



Chopard’s groundbreaking LUC Lunar One watch, 2012 edition (\$63,600)



Chopard’s 18k white-gold ring with 139 white diamonds totaling 1.2 carats (\$15,170), from the 2012 Happy Emotions collection

“There’s nothing more precious than time and nothing more eternal than diamonds.”

—CHOPARD CEO MARC HRUSCHKA

mother, first caught sight of them, she exclaimed, “These diamonds are happier because they are set free,” and thereby gave name to the collection. Ever since, Happy Diamonds have been popping up in imaginative, playful variations season after season; Caroline is constantly seeking new ways to highlight the theme in her new collections.

Happy 8, for example, is an important debut for fall—especially at the Wynn boutique due to its symbolic, lucky-charm significance. The watches, pendants, rings, and earrings all incorporate the number eight, a numeral many cultures consider a good omen. (The Summer Olympic Games in Beijing, for example, began its opening ceremony August 8, 2008, at exactly 8:08 PM.) It also universally symbolizes harmony and completeness while foretelling happiness and prosperity. Caroline’s “8” is a roly-poly, snowman-like interpretation that hovers somewhere between Kandinsky-inspired and playfully chic. A handful of Happy Diamonds fleck each design with subtle sparkle, except in the case of the watches, which display the stones with wild abandon—concentric diamond-accented circles form poker-chip-like watch faces that “smile” at you from satin straps.

Happy Emotions is fall’s new collection of rings, earrings, and pendants that incorporates the droll notion of diamonds at play. Interlaced white- or rose-gold circles form a textural frame for three to five diamonds “captured” beneath a thin, barely visible glass disc. Presenting the diamonds in this manner means the stones swirl and swish about when you gesture with your hands, throw your head back in laughter, or when someone close to you fingers and inspects the baubles. (The alluring nature of these designs compels one to do so—wear one of the pieces for five minutes, and you’ll see what we mean.)

“We are renowned for original and refined jewelry creations that highlight feminine beauty,” says Hruschka. “We absolutely look forward to welcoming loyal clients and friends from around the globe into our new home and are also very excited to encounter newcomers.” Whether you opt for a watch or a piece of jewelry from the collections highlighted above or you let your heart lead you to some other extraordinary Chopard creation, shop with an eye for that “iconic and classic piece which transcends time and generations,” says Hruschka. “There’s nothing more precious than time and nothing more eternal than diamonds. This is what Chopard is all about.” ■