

JEWELRY

Boucheron Quatre experience touches down in Shanghai

July 31, 2024



The space will remain open through Aug. 11, 2024. Image credit: Boucheron

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French jeweler **Boucheron** is continuing to celebrate a 20th anniversary.

The brand is inviting visitors to explore the history and impact of the Quatre collection via an immersive experience that reaches Shanghai and follows stops in Paris and Seoul, South Korea. The new pop-up, launched on July 27, features special rooms and interactive elements, remaining open through Aug. 11, 2024.

Glittering glimpse

Inside the venue, guests will be able to try on items from the contemporary line, including those from a seven-piece Quatre re-edition introduced earlier this year.

Besides the modern-day additions, on-site, shoppers can find exclusive high jewelry creations, take pictures in a photo booth, receive a makeover in a dedicated beauty salon and enjoy refreshments from a themed caf.

With reflective, angular surfaces, a number of stations throughout the space put Quatre rings, bracelets, necklaces and earrings on display, the installations themselves mirroring the items' design codes architecturally.

Situated on Yuyuan Road in the Changning District, Boucheron's Quatre Experience is open from 10 a.m. to 8 p.m. daily.

The Quatre experience comes to Shanghai.

This year Boucheron celebrates the 20th anniversary of its icon Quatre. After Paris and Seoul, Boucheron's Quatre ephemeral boutique comes to Shanghai, offering a fully immersive Quatre experience. [#Quatreis20](#) [#Shanghai](#) [#Boucheron](#) pic.twitter.com/aov9ivqVlf

Boucheron (@Boucheron) [July 28, 2024](#)

The activation continues a yearlong anniversary effort that began in February 2024. A few months later, in April, the brand released a proper Quatre campaign ([see story](#)).

Since then, the jeweler has brought its pop-up around the world, targeting Tokyo, Taiwan and Dubai, with more cities to come.

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