

Van Cleef & Arpels

Sylvie Raulet

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The Van Cleef & Arpels saga started with the dynastic marriage of Leon Arpels' daughter Estelle to Alfred Van Cleef. Both the Van Cleefs and the Arpels family were renowned diamond merchants, and Estelle's husband joined up with his brothers-in-law in 1906 in opening up a store at 22 Place Vendome, the epicenter of the jewelry trade. The elegance of their designs and quality of their jewels made the firm an instant success. Since then Van Cleef & Arpels pioneered the minaudiere, a jeweled vanity case for ladies' cosmetics, patented an ingenious invisible setting for stones, and invented the fabled diamond "zip," among other renowned achievements. This lovely, full-color volume is a visual testimony to the success of one of the leading jewelers of modern times.



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