Beat: Lifestyle

BEAUGRENELLE PARIS SHOPPING CENTER PARTNERING W/ FRENCH JEWELRY HOUSE MAUBOUSSIN

NOVEMBER 12 2025 TO JANUARY 4, 2026

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USPA NEWS - For This Festive Season, the Beaugrenelle Paris Shopping Center is partnering with the Legendary French Jewelry House Mauboussin to offer its Visitors a Poetic and Sparkling Experience from November 12 2025 to January 4, 2026.

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- Throughout the Holiday Season, Beaugrenelle Paris offers a Series of Interactive Activities designed to delight Parisian Families and Other Visitors:

* Santa Claus will be there, distributing Treats from December 22nd to 24th.
* A Wishing Tree and Elf will be Present on Wednesdays, November 26th and December 4th, to share the Most Beautiful Christmas Wishes.
* Storytelling Sessions on December 7, 14, and 17, to immerse Children in the Magic of Winter Stories.
* Creative Workshops around Christmas Decorations and ind Words on December 6, 13, and 20, and Distribution of Temporary Tattoos on December 13 and 20.
* Musical Events: the Famous Candlelight Concert will take Place at Beaugrenelle on December 18, as well as Gospel Choirs (on December 6, 13, and 20), and a Dancer and Cello Duo on December 14.
* "Jewelry Hunt" Competition allowing Visitors to win a Mauboussin Piece of Jewelry until January 4, 2026.
* Photo Booth located on Level 0 Under the Terrace, accessible Throughout the Event.

LA MAISON MAUBOUSSIN

- In 1923, Georges Mauboussin enters the Scene:
The Exploitation of the newly discovered Kimberley mines (South Africa), making Diamonds Less Rare, coincides Chronologically with the Rise of Industrial Fortunes and the Political Calm in France. Nephew of the Noury Family, Georges Mauboussin was first an Apprentice with his Uncle, then he took over the Management of the Workshops in 1883. The Young Mauboussin found Himself facing Significantly more Competition: the Major Players Falize, Massin, Mellerio, Vever, and Wièze dominated the Market, while the Newcomers, Cartier and Boucheron, successfully launched Themselves into the Jewelry Sector.

Paris becomes the Capital of the World's Finest Jewelry Craftsmanship. The Use of Platinum is invented, lightening the Settings. Successful Formulas are continued, but 19th-Century Motifs eventually become Redundant: Fleur-De-Lis, Scrolls, Palmettes, Neura Garlands, Marie Antoinette-Style Ribbon Bows... Women are so Conventional that most are closed to the Formulas offered by Art Nouveau, which, with its Whiplash Lines and Evocative, Ethereal Female Figures, maintains a Scandalous Reputation.

After the Great War, Georges Mauboussin, a Visionary, felt the Need to move Closer to the Opéra District and relocated to Rue de Choiseul in 1923. He reorganized Operations, controlling Every Stage of Production, by placing the Lapidary and Diamond-Cutting Workshops at the Top of the Building. Designers, Jewelers, Setters, and Polishers worked above the Sales and Showrooms on the First Floor, with no Shop Windows directly facing the Street, as Customers were still Fiercely Protective of the Privacy of their Purchases.

Haute Couture emerged, Paul Poiret liberated Women from their Corsets, Cartier created the First Wristwatches for Women... Paris then attracted a Grand Baroque Tableau of Eccentrics: Russian Artists and Princes, Opulent Maharajas mingling with Figures from the World of Fashion and the Avant-Garde of Literature, Painting, and Dance. The Atmosphere of the Roaring Twenties during the Interwar Period was wildly Festive and Cosmopolitan; Women were indeed Mad about the Ballets Russes and other Tales from the Arabian Nights. The Materials used by Mauboussin reflect this Air of Exoticism: Jade and Lacquer from the Orient, Mother-Of-Pearl,

Pearls, Coral, and Lapis from the Middle East, Colored Stones engraved in India...

The Excitement and Enthusiasm born of these Exotic Discoveries fostered the Emergence of the Purely Parisian Art Deco Style, in which the House fully invested itself and achieved Great Success: Mauboussin received a Grand Prize at the French Exhibition in New York in 1924 and a Gold Medal at the Exposition des Arts Décoratifs in Paris in 1925. Its Exceptional Creativity was also recognized at the Galliera Exhibition in Paris in 1929, as well as at the Colonial Exhibition in 1931...

...Under Cubist Influence, Mauboussin favored Geometric Forms for the Sake of Simplicity, following a Rigorous Order and Strict Logic of Construction: Ribbon Bracelets, Octagonal Brooches... The Result is a Play of Contrasting Effects created by the Lines and Pavé Settings of Diamonds Cut in Various Round, Square, or Baguette Shapes. It is a World where Elegance is Perfectly Mastered....

... From 1936, Mauboussin forged Close Business Ties with the New York Firm Trabert & Hoeffer, which, Under the Name Trabert & Hoeffer-Mauboussin Inc., established itself at 407 Park Avenue and had Branches Throughout the United States. Marlene Dietrich, Paulette Goddard, and Audrey Hepburn appreciated the French Jeweler's Creativity...

... In 1955, the House moved to No. 20 Place Vendôme, joining Other Major Jewelers such as Boucheron, Chaumet, and Van Cleef & Arpels. The Major Change was the Opening of Shop Windows Directly Onto the Street. This Open Door and this New Way of accessing Luxury signaled a Democratization unthinkable a Decade Earlier. More Women were buying Jewelry for Themselves. In 1955, a New "Boutique" presented Mass-Produced Jewelry, appealing to a Clientele Sensitive to the Value of Heritage, meticulous about the Brand and the Signature, and demanding in Terms of Quality and Creativity...

... In 1994, Mauboussin truly became a Watchmaker. The Adventure was led by a Team of Passionate Men, chaired by Alain Mauboussin and directed by Richard Mille. The Motto was to combine High Swiss Technical Expertise with French Creativity. Aesthetically, a New Family of Watches was created, a Vast and Distinctive Range, designed for both Men and Women, with Dynamic Versions for Sports, Automatic Chronographs, Scientific Chronographs, and Elegant, Ultra-Thin Models for Evening Wear...

Source:
Christmas Tree Illumination on November 12, 2025
* The Beaugrenelle Paris Shopping Center
* French Jewelry House Mauboussin
Experience from November 12, 2025 to January 4, 2026

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