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Irene Neuwirth Opens L.A. Flagship

*Alexis Brunswick**Industry October 27, 2014 | 08:27PM*

The jewelry designer finds a home away from home in her first boutique.



Courtesy of Irene Neuwirth

Riding a wave of success that included winning the CFDA Swarovski Award for Accessories this year, Irene Neuwirth is in the midst of a major moment. To cap off a hallmark year, Neuwirth is opening her first stand-alone flagship this week on Melrose Place. The 1,100-square-foot space takes great care to spotlight her one-of-a-kind pieces with museum-like precision but with an element of comfort that's befitting the designer, who often hosts clients at her Venice home. "I have a real casual way about me, and I wanted the experience of buying really precious jewelry to not be so precious," said Neuwirth. "I wanted it to feel like my home, but I wanted it to be elevated with all the finest materials that you could have," she said.

The retail space is a creative collaboration by some of the city's finest design talent. Commune created the uniquely inviting space where the jewelry-filled glass vitrines that line the walls are only part of the story. Local L.A. artist Clare Crespo created a large-scale display diorama with Neuwirth's jewelry set among handmade animal and foliage figurines, while animal portraits by Claire Oswald hang alongside a work by Neuwirth's own mother, Geraldine.

Neuwirth also took the opening as an opportunity to expand upon the one-of-a-kind pieces that are her signature, working with new stones, settings, and shapes. Emerald, tanzanite, and now pearls are seen in the new jewelry she's created for the store, alongside her signature statement designs using unmanufactured gemstones and bespoke creations like the hand-carved painted animal pendants that have found new fans such as Lena Dunham. And

creations like the hand-carved, painted animal portraits that have found new fans such as Demi Lovato. The Neuwirth's carefully curated setting brings new context to the Irene Neuwirth brand: "Just being able to have clients visualize it in a way that I dreamt it to be is such a luxury," she said.

Trends / Industry: Irene Neuwirth - L.A. Store

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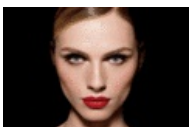
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