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JEWELRY CONNOISSEUR

DESIGNERS

Mad Lords: A secret gem

BY MARIE CHABROL - JUNE 3, 2019





Paris, the jewelry store offers a bohemian vibe.

Hidden in a courtyard in the heart of the Saint-Honoré district in Paris is a surprising find for jewelry lovers. It is here that collectors and curators Serge and Caroline Muller have opened Mad Lords, a hippie-chic, 200-square-meter concept store, offering collections that exude spirituality and rock 'n' roll.

Located in a factory that previously manufactured photo frames, in its heyday, the site hosted big-name photographers such as Robert Doisneau and Willy Ronis. Its successful transformation into a lively jewelry store is a fitting tribute to the creativity of the designers and craftspeople whose work is displayed. A far cry from the typical formal jewelry store, its urban decor, natural light and a cool music selection give it a festive and bohemian vibe.

This nontraditional flagship offers its customers a selection by hundreds of designers from around the world. There is a strong focus on American jewelry, featuring recognized North American houses such as Foundrae by Beth Bugdaycay, Marlo Laz, Pat Flynn and Royal Nomad Jewelry. Jacquie Aiche and Maor Cohen have their own mini-stores, each with a 20-square-meter space dedicated to their trendy brands. The place's international vibe gives it a unique aura.

From the inspiring New York City to the uninhibited Los Angeles, Bali's temples and Native American cultures, the Mullers — and their team of 15 — are guided in their bold choices by two ideas: breaking codes and introducing ethnic jewelry. And for four years, this hidden jewelry spot has managed to surprise us and renew its talent — a break from the many stores that feature nothing but soulless accessories.



named piercer Slobodan Kukinsky can be found. The location also provides an opportunity to enjoy high-quality service and to choose a jewel from the store's incredible collections.

At the end of November 2018, having already introduced its clients to yoga and meditation, the house celebrated its anniversary with a guitar show. It was an opportunity to remember that jewelry must remain, always, a joyful celebration.



Serge and Caroline Muller.



Into the Mad Lords experience.



The tribal jewelry by Jacquie Aiche.



Blackened silver and black diamond bracelet by Maor Cohen.

