

HARPER'S BAZAAR NEWS

Memos From The Middle East: Step Inside Gucci's New Paris Flagship, Discover Jil Sander's Latest Scents and Sotheby's Collectors' Week Returns to Abu Dhabi

Every week Bazaar brings you the latest news in fashion and beauty, luxury and lifestyle, straight from our desks to yours

Boucheron Turns Its Focus to the Art World With Boucheron Curation

Boucheron is extending its creative universe beyond jewellery with the launch of Boucheron Curation, a new platform dedicated to artists across disciplines. Built around the idea of giving artists greater visibility and space to create, the initiative brings together several of the Maison's existing cultural projects, from supporting female talent through the Her Art Prize to inviting artists to reinterpret its Carte Blanche collections and exhibit within its boutiques. There is a regional thread too: Boucheron has supported Menart, the fair dedicated to artists from the Middle East and North Africa, since 2024, and this year introduces the Coup de Cœur Boucheron award to spotlight an artist from the fair.