

# CHRISTIE'S

PRESS RELEASE | GENEVA  
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## LE CHIC PARISIEN

TREASURES from the Jewellery Collection of HÉLÈNE ROCHAS

*At Christie's Geneva on 12 November 2013*



A diamond, coloured diamond and emerald  
Tiger shoulder brooch, by René Boivin  
Estimate: SFr.180,000-240,000 / US\$190,000-255,000



Madame Hélène Rochas wearing the Tiger brooch  
by René Boivin

**Geneva** - Following the successful auction of the contents of Hélène Rochas' famous Parisian apartment last autumn, we are delighted to present Madame Rochas' sophisticated jewellery collection which will be offered in Christie's Geneva sale of Magnificent Jewels on 12 November.

If a name can be a symbol of the *Élégance à la française*, then the name Hélène Rochas (1927-2011) is certainly synonymous with it. The wife of famous French fashion designer Marcel Rochas, whom she had met during World War II, she was his muse and source of inspiration. Being only 28 when her beloved husband died, she took over the 'Perfume' branch of the company and proved to be a great business woman, launching many famous fragrances.

Madame Rochas was known for her impeccable elegance, great style and beauty and was a very popular socialite, member of the 'Café Society', organizing sumptuous parties such as the 'My Fair Lady' ball, held in June 1965, in the Bois de Boulogne, Paris.



**François de Ricqlés, President Christie's France:** "Last autumn, Christie's Paris offered at auction the marvellous collection of Hélène Rochas. The great success it achieved constituted the ultimate homage to the one who assembled it in her beautiful Parisian home. Madame Rochas' family has now entrusted Christie's with the sale of her jewellery collection and this demonstration of trust is for us such an honour and joy. A joy mixed with emotion, as nothing could be more evocative than her jewels; they remind us of the woman who wore them, of who she was. The brooches and the bangles by René Boivin, Van Cleef & Arpels and Fulco di Verdura may well trace her portrait. They reflect her elegance, which embodied the 'chic parisien' and are irradiated by the special grace of women such as her, the 'beautiful Madame Hélène Rochas', as her admirers and friends used to refer to her".

Featuring 18 exquisite jewels, the collection of Madame Rochas fully reflects her unique taste. From a refined mystery-set ruby Magnolia brooch by Van Cleef & Arpels (*illustrated left*; estimate: SFr.180,000-240,000 / US\$190,000-255,000) to a rare and bold tiger shoulder brooch by René Boivin (*illustrated on page 1*; estimate: SFr.180,000-240,000 / US\$190,000-255,000), each piece represents the very essence of the style of this true 'Grande dame'.

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## GENEVA MAGNIFICENT JEWELS

### **Auction:**

Four Seasons Hotel des Bergues, 33 quai des Bergues - Geneva  
Tuesday 12 November 2013

### **Viewing:**

Four Seasons Hotel des Bergues, 33 quai des Bergues - Geneva

Friday 8 November	10am – 6pm
Saturday 9 November	10am – 7pm
Sunday 10 November	10am – 6pm
Monday 11 November	10am – 6pm
Tuesday 12 November	10am – 1pm

A pink topaz, aquamarine and diamond bangle  
By Verdura, 1968  
Estimate: SFr.120,000-180,000  
US\$127,000-190,000



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### **About Christie's**

Christie's, the world's leading art business, had global auction and private sales in 2012 that totaled £3.92 billion/\$6.27 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £631.3 million/\$1 billion in 2012, an increase of 26% on the same period last year. Christie's has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led in growth markets such as Russia, China, India and the Middle East, with successful sales, exhibitions and initiatives in Moscow, Baku, Beijing, Mumbai, Delhi, Jeddah, Abu Dhabi, Doha and Dubai.

*\*Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

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