

MONTE-CARLO

SOCIÉTÉ DES BAINS DE MER

PRESS RELEASE



GRAND PRIX DE LA
HAUTE JOAILLERIE

THE *Grand Prix de la Haute Joaillerie* unveils its first edition

PARIS, SEPTEMBER 9, 2025 – A few weeks after the announcement in Monaco of the creation of the Grand Prix de la Haute Joaillerie (GPHJ), which will take place on October 25 at the Sporting Monte-Carlo, the co-founders of this exceptional event gathered at the Hôtel d'Evreux, in the heart of the emblematic Place Vendôme, to unveil the participants and program of the inaugural edition of this unprecedented celebration of high-jewellery artistry.

Stéphane Valeri, Managing Director of the Monte-Carlo Société des Bains de Mer (SBM) Group and co-founder of the event, and Jean-Philippe Braud, co-founder and Director of the GPHJ, revisited the ambition and philosophy behind the creation of the *Grand Prix de la Haute Joaillerie*: a tribute to high jewellery excellence, designed to honor the most remarkable *savoir-faire* and to offer high jewellery a stage worthy of both its cultural heritage and its essential role in the realm of contemporary creation.

This presentation served as a reminder that this unique event will, for one extraordinary evening, bring together in the splendid and legendary *Salle des Étoiles* at the Sporting Monte-Carlo those who animate and elevate high jewellery worldwide: executives of the leading Maisons and their muses, great dynasties of jewellers preserving rare traditions, master artisans safeguarding exceptional craftsmanship, representatives of gemstone-producing countries from Africa to Asia, as well as emerging talents, patrons, and luxury decision-makers. They will be joined by passionate admirers and major collectors, to whom the GPHJ is open upon registration.

Leading Groups and High Jewellery Maisons Confirm Their Participation

To date, eleven of the greatest names in High Jewellery have already confirmed their participation in this first edition: Anna Hu, Boucheron, Buccellati, Bulgari, Chanel, Chopard, Dior, Dolce & Gabbana, Louis Vuitton, Messika, and Tiffany & Co.

This exceptional line-up reflects the international scope and unifying spirit of the GPHJ, conceived as a universal celebration of jewellery excellence at the crossroads of heritage and innovation.

An Open Exhibition and a Public Prize

In the three days leading up to the gala evening, each participating Maison will showcase one or two pieces from their high jewellery collection in the windows of its Monaco address, inviting residents and visitors alike to a citywide journey of discovery filled with surprises and wonder. At the same time, the Café de la Rotonde at the Casino will host an unprecedented public exhibition featuring exceptional pieces entrusted by the Maisons.

The full list of addresses and images of the creations displayed in boutiques and at the Casino will be available on the dedicated GPHJ website : gphj-monaco.com

Through this website and a citywide QR code system, the public will be able to vote for their favorite piece. On the evening of October 25, the creation with the highest number of votes will be awarded the *Prix du Public* (Public Prize).

A Prestigious Jury

Alongside the GPHJ co-founders, Fabienne Reybaud, renowned expert in the world of contemporary high jewellery, unveiled the members of the jury she chairs. Together, they will present eight Prizes (the Grand Prix, the Jury's Special Prize, the Design Prize, the Heritage Prize, the Savoir-Faire Prize, the Gemstones Prize, the Emerging Talent Prize, and the Public Prize) honouring creations that best embody the vitality and global resonance of high jewellery:

- **Tristan Auer**, architect and designer
- **Brune de Margerie**, collector and art historian. Fashion Editor-in-Chief, *ELLE*
- **François Curiel**, Chairman, Christie's Europe & Asia
- **Chayapa Chutrakul**, Founder of the Pink Lab and Executive Director of Directions Group Thailand
- **Constance Assor**, Deputy Editor-in-Chief, *Le Point*
- **Evelyne Possémé**, Honorary Curator, Musée des Arts Décoratifs
- **Emmanuel Piat**, gemstone expert, CEO Maison PIAT
- **Philippe Scordia**, gemologist and collector
- **Stéphane Valeri**, Managing Director of Monte-Carlo Société des Bains de Mer and co-founder of the GPHJ

An Unforgettable Evening

On the evening of October 25, the Sporting Monte-Carlo – the crown jewel of SBM's event venues – will host a night dedicated to emotion and creation. In the legendary Salle des Étoiles, a runway of extraordinary creations will offer guests a timeless experience, in the presence of leading personalities, brand ambassadors, and muses, in an atmosphere blending emotion, artistry, and prestige.

The gala dinner will be followed by the awards ceremony, the highlight of the evening, before festivities continue in the true spirit of the Principality... at the iconic **Jimmy's Monte-Carlo**.

The GPHJ on Social Media

#GPHJ #GrandPrixdeHauteJoaillerie #MonteCarloSBM #MyMonteCarlo #Monaco



[@gphj_monaco](https://www.instagram.com/gphj_monaco)



[@gphj_monaco](https://www.tiktok.com/@gphj_monaco)



Le Grand Prix de la Haute Joaillerie
<https://www.linkedin.com/company/grand-prix-de-la-haute-joaillerie/about/>

The visuals are available via this [link](#)

About the Grand Prix de la Haute Joaillerie

The *Grand Prix de la Haute Joaillerie*, co-founded by the Monte-Carlo Société des Bains de Mer Group and Jean-Philippe Braud, aspires to become a landmark event – a cultural and creative landmark on the international ultra-luxury calendar. Conceived as a platform for recognition and dialogue, it aims to celebrate the most remarkable savoir-faire, encourage contemporary creation, and unite all stakeholders in the sector around key issues of responsibility, transmission, and cultural influence.

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a unique Art of Living, defined by a refined taste for beauty, excellence, and well-being. Its Resort offers the ultimate in luxury gaming within its legendary casinos, haute couture experiences in its iconic palaces and Diamond Suites, and a bold, contemporary approach to gastronomy—bringing together starred restaurants, international culinary concepts, and exclusive in-house creations. It also boasts a premier cultural and artistic program, along with a rich array of activities centered around wellness, sport, shopping, and nightlife.

In line with its vision of a more ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has, since 2007, pursued an ambitious sustainability strategy focused on energy transition, resource management, waste reduction, local gastronomy, and the preservation of natural heritage. As the largest private employer in the Principality of Monaco, the Group reaffirmed its commitment to integrity and responsibility in 2023 with the launch of its fourth ethical charter. montecarlosbm.com @montecarlosbm #mymontecarlo

About Jean-Philippe Braud

For over twenty-five years, Jean-Philippe Braud has envisioned and orchestrated large-scale projects for the world's leading luxury Maisons across fashion, high jewellery, watchmaking, automotive, aviation, yachting, and hospitality. Recognized for his ability to craft emotionally resonant and refined experiences, he combines aesthetic sensibility with strategic discipline.

Since 2000, Jean-Philippe Braud and his team have been based at 15, rue de la Paix, just steps from Place Vendôme, the historic cradle of high jewellery. From this prestigious address, he partners with the most renowned Maisons as well as private clients in search of the extraordinary, developing projects at the crossroads of design, scenography, and brand identity.

Press contacts

Grand Prix de la Haute Joaillerie

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