

MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER



PRESS RELEASE

Grand Prix de la Haute Joaillerie 2025

THE EVENING AND THE AWARDS

Monaco, 26 October 2025 – Yesterday, Saturday 25 October, the legendary Salle des Étoiles at the Sporting Monte-Carlo set the stage for an exceptional evening. For its inaugural edition, the *Grand Prix de la Haute Joaillerie* brought together the greatest Maisons — Anna Hu, Boucheron, Bvlgari, Chanel, Chopard, Dior, Dolce&Gabbana, Louis Vuitton, Martin Katz, Messika, Tiffany & Co. — represented by their leaders and muses, alongside independent designers, leading collectors from around the world, master artisans, and representatives from gemstone-producing countries. All answered the call to offer high jewelry the celebration it deserves, worthy of its cultural significance and global reach.

At the start of the evening, **Stéphane Valéri**, Deputy Chairman of Monte-Carlo Société des Bains de Mer, and **Jean-Philippe Braud**, co-founders of the *Grand Prix de la Haute Joaillerie*, took the stage to express their gratitude and emotion at seeing, for the first time in a single venue, the foremost figures of High Jewelry gathered together — and this unique art celebrated for its true cultural, heritage and economic value.

The audience included key players in High Jewelry — among them Bogolo Kenewendo, Minister of Mines and Energy of Botswana; Caroline Scheufele, Co-President and Artistic Director of CHOPARD; Frédéric Grangié, CEO CHANEL; Nathalie Verdeille, Artistic Director, and Thierry Vasseur, Senior Vice President of Jewelry and High Jewelry at Tiffany & Co.; Ludovic Watine, General Manager France & Monaco, Dior Couture; Marie-Noëlle Barrère, CEO France, BVLGARI; Giuseppina Cannizzaro, Director of Haute Couture and High Jewelry, Dolce&Gabbana; Anna Hu; Martin Katz; ... — as well as many personalities from the worlds of fashion and culture who are passionate about rare adornments, such as Eva Herzigová, Isabelle Huppert, Natalia Vodianova, Cindy Bruna, Pansy Ho and Lady Kitty Spencer.

For this very special occasion, multi-Michelin-starred Monaco chef Marcel Ravin devised a dinner conceived as a true experience echoing the savoir-faire of jewelry craftsmen from around the globe.

This exceptional dinner was punctuated by the passage between the tables of thirty-three jewels chosen by the Maisons to represent them. In the three days leading up to the evening, these same pieces were displayed in the windows of their Monaco boutiques as well as at the Café de la Rotonde — the setting for a unique public exhibition.

The public turned out in force:

This exhibition, a first for the Principality, offered Monegasque residents and the many visitors passing through the opportunity to admire true works of jewelry art — unique creations rarely seen by the public. It also invited them to vote for their favorite piece. More than 20,000 people cast their votes through a dedicated application or via the GPHJ website — clear proof, if any were needed, that High Jewelry continues to inspire dreams and emotion far beyond the circle of professionals and connoisseurs.

Following the two showcases, the jury — chaired by contemporary High Jewelry expert **Fabienne Reybaud** and composed of **Tristan Auer**, architect and designer; **Brune de Margerie**, Fashion Editor-in-Chief at *ELLE*; **Chayapa Chutrakul**, founder of The Pink Lab & Executive Director, Directions Group Thailand; **Constance Assor**, Deputy Editor-in-Chief at *Le Point*; **Evelyne Possémé**, Honorary Curator at the Musée des Arts Décoratifs; **Emmanuel Piat**, gemstone expert, CEO Maison PIAT; **Philippe Scordia**, gemologist expert to the Paris Court of Appeal; and Stéphane Valéri, Deputy Chairman of Monte-Carlo Société des Bains de Mer & co-founder of the GPHJ — progressively unveiled the awards of the 2025 Grand Prix de la Haute Joaillerie.

The Prizes :

- **Le Grand Prix de la Haute Joaillerie 2025** : Chanel « Sweater » Necklace, Haute Joaillerie Sport, 2024
- **Jury's Special Prize** : Tiffany&Co. for the sophistication and creativity of its latest High Jewelry collections
- **Visionary of the Year Prize** : Caroline Scheufele — Co-President and Artistic Director of Chopard
- **Prize For Design** : Messika : “Zebra Luhlaza” necklace
- **Savoir-Faire Prize** : Dior : “Diorexquis Forêt Nacrée” necklace
- **Gemstone Prize** : Louis Vuitton : “Apogée” necklace
- **Heritage Price**: Tiffany&Co. : Jean Schlumberger for Tiffany & Co., Butterflies Choker, 1956.
- **New Talent Prize** : Sahag Arslanian : “Lunar Eclipse Necklace”
- **Public Prize** : Dolce&Gabbana : necklace from the Sardegna collection

At the end of this memorable evening, all representatives of the winning Maisons gathered on stage for a historic photo before joining the organizers, the jury, and guests for a particularly joyful after-party at Jimmy’z Monte-Carlo.

HD visuals of the awarded pieces and exclusive images from the evening are available via the [attached link](#).

About the Grand Prix de la Haute Joaillerie

Co-founded by the Monte-Carlo Société des Bains de Mer group and Jean-Philippe Braud, President of Profirst France, the Grand Prix de la Haute Joaillerie aims to become an unmissable event — a cultural and creative

landmark — in the international ultra-luxury calendar. Conceived as a platform for recognition and dialogue, it celebrates the most remarkable savoir-faire, stimulates contemporary creation and brings together all sector stakeholders around the 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 new, one-of-a-kind Art of Living that cherishes beauty, excellence and well-being. Its Resort offers both the Grand Luxury of Gaming in its casinos and “haute couture” experiences within its iconic palaces and their Diamond Suites, as well as a thoroughly contemporary culinary scene that combines Michelin-starred restaurants, international concepts and in-house creations — plus a first-class artistic and cultural offering. The Resort also presents a remarkable array of activities around sport and wellness, shopping and nightlife. And because the new Monte-Carlo Art of Living must evolve toward ever more ethical and responsible luxury, since 2007 Monte-Carlo Société des Bains de Mer has pursued an ambitious policy in energy transition, resource and waste management, local gastronomy and preservation of natural heritage. The Principality’s leading private employer, the Group launched its 4th ethics charter in 2023 to promote its values of integrity and responsibility in daily practice. montecarlosbm.com @montecarlosbm #mymontecarlo

About Jean-Philippe Braud

For more than twenty-five years, Jean-Philippe Braud has imagined and orchestrated large-scale projects for the world’s great luxury Maisons (fashion, high jewelry, watchmaking, automotive, aviation, yachting, hospitality...). He is recognized for creating event experiences imbued with emotion and refinement, combining aesthetic sensibility with strategic rigor.

Based with his team since 2000 at 15, Rue de la Paix — just steps from Place Vendôme, the cradle of High Jewelry — he supports the most prestigious Maisons as well as private clients in search of the exceptional, developing projects where design, scenography and brand identity meet.

Press contacts

Grand Prix de la Haute Joaillerie

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