



THE FUTURE OF JEWELLERY RETAIL BY MAD LORDS

MAD LORDS, located at 316 rue Saint-Honoré in Paris, imagines a new way of experiencing jewellery retail.

As consumer expectations evolve and experience takes an increasingly important place in luxury, MAD LORDS imagines the boutique as a place to live and connect.

Bringing together more than a hundred international designers, MAD LORDS creates a community and an experience where jewellery, wellness, art and encounters come together.

HAPPINESS THERAPY

MAD LORDS has developed what it calls Happiness Therapy: an experience centred around wellbeing.

Yoga, sound baths, massages, LED sessions and even support before a piercing: the boutique is also a place to take time for yourself.

MEET THE CREATORS

Trunk shows also play a central role in this approach. MAD LORDS regularly invites international designers to present their work and meet directly with their community.

Nanis, Honegger, Lara Lobo and Thirty1 are among the brands welcomed for these events.

These encounters offer another way to discover jewellery: by meeting the person who creates it, understanding their world and exchanging directly with them.

MUCH MORE THAN JEWELLERY

MAD LORDS founders Serge and Caroline are themselves present every day within the space. When you walk through the door, you enter their world.

Perhaps this is where MAD LORDS' new definition of retail lies: not simply coming to buy a piece of jewellery, but coming to experience something.

