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An Exercise in Style, Van Cleef Arpels

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This book is a gem polished by two houses, never once forsaking the ideal of excellence they embrace in their respective endeavors, chiseling stones and metal for Van Cleef Arpels, whittling words for Gallimard. The book presents Van Cleef Arpels through a selection of 25 words chosen for their emblematic dimension. For each word, a dictionary definition, a lyrical definition by Van Cleef Arpels, and an artistic interpretation by a friend of the Maison: artists, designers, writers, philosophers, chefs, photographers, poets. Each chapter (savoir faire, femininity, Place Vendme, enchantment, style) is opened by a poetic "theater" in laser cut paper. The book captures a poetic and literary

happenstance, tell a story about beauty, about poetry, unleashing creation and unbridling the imaginary realm's might.