

LAVANDE

FOR IMMEDIATE RELEASE

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House of Lavande is a vintage couture jewelry collection spanning the 20th century with a flair for historical dress-up and period precision from 1920's Machine Age Bakelite, atomic crystal glam 1950's, ethnic inspired Medallions, to Studio 54-era Lucite and gold. A faux gold tiger ring with green navette eyes and clear rhinestones evokes Woolworth heiress Barbara Hutton in her Moorish palace in 1950's Tangier. Or an elaborate Asian influenced gold pendant with black silk tassels that recalls a barefoot dinner party in the 1970's rich hippie enclave of Carmel.

The expertly curated collection, which has been featured in fashion magazines including Vogue and Harper's Bazaar, contains over 4,000 pieces by such important designers as surrealist Elsa Schiaparelli, 60's and 70's society darling Kenneth Jay Lane, Juliana, and Miriam Haskell as well as blue chip rarities by Yves Saint Laurent, Chanel, and Christian Dior. Some of the jewelry comes with a storied pedigree such as the bejeweled pendent Jackie Onassis commissioned from Kenneth Jay Lane or the mod fuchsia crystal bib necklace from a Milanese catwalk circa 1966.

The jewels are on display in House of Lavande's full service boutique, modeled after a Parisian boudoir, on Palm Beach's Peruvian Avenue. A highly personalized experience, Lavande's skilled staff act as stylists assisting clients in mixing and matching styles and decades—like a purple 1920's Czech crystal necklace with a 1940's Miriam Haskell pendent and a 1970's link chain. Rare and whimsical finds are paired to enhance red carpet evening gowns or day-casual poolside attire.

House of Lavande was established in Palm Beach, Florida by jewelry connoisseur Tracy Smith in 2006. Tracy had been traveling the world amassing her own private costume jewelry collection. For Lavande's classic look and discerning artesian standard, she approaches costume jewelry with the same historical rigor as collectors of vintage fashion and furniture design. Tracy combs flea markets from Paris to London and estate sales and private dealer stock from Toronto to Beverly Hills, handpicking definitive examples of era costume jewelry. A criteria of quality period characteristics, craftsmanship, and sheer style are meticulously applied all the pieces in the signature collection. All of which has established House of Lavande as the premiere name in vintage collectible costume jewelry.