



May 3, 2010

Swiss jeweler Orianne Collins to open by Barneys

New York—Orianne Collins, a jewelry designer operating multiple boutiques in Switzerland, is making her U.S. debut on Madison Avenue in New York City.

Collins has signed a long-term lease agreement for 655 Madison Ave., where she will open the "O.C. Concept Store," which will feature fine jewelry as well as a mix of luxury lifestyle items in a 3,400-square-foot space, according to a news release from PBS Real Estate. The opening is slated for this fall.

Comprised of two levels of retail space, the first floor of the store will offer a mix of luxury lifestyle items such as beauty and cosmetics, art pieces, TVs, laptops, books and music.

The lower level will include Orianne Collins' signature high-end jewelry line, as well as fine watches and exclusive pieces from renowned designers and a selection of contemporary furniture alongside a champagne bar.

Neighboring retailers include Barneys New York, just across the street, as well as Baccarat, Hermés and the Pierre Hotel.

Collins, known for colorful designs inspired by her Swiss and Thai cultural origins, is also scheduled to open another store in St. Tropez, France.