

Boucheron Redefines Preciousness in New Film Exploring the Future of Responsible High Jewellery

NEW YORK, NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Boucheron's "Precious for the Future" framework, introduced in 2022, offers a new vision of sustainable luxury, one that links the permanence of High Jewelry with traceability, eco-design and responsible craftsmanship. A [new short film](#) spotlights the Maison's efforts to redefine preciousness for a more transparent and thoughtful era.

Boucheron is the focus of a new short film by Acumen Media exploring the future of sustainable luxury through the language of High Jewellery. Centred on the Maison's "Precious for the Future" framework, the release highlights how traceability, circular design, craftsmanship and female leadership are reshaping the meaning of preciousness today.

Founded in 1858, Boucheron has long been defined by creative freedom and a willingness to challenge convention. Its founder, Frédéric Boucheron, approached jewellery through movement, wearability and the men and women who wore it. Today, that same instinct informs a sustainability strategy that places raw materials, operations and people at the centre of the Maison's long-term vision.

At Boucheron, what is precious has never been fixed. Today, the Maison extends this question into a new era—where High Jewellery meets traceability, eco-design, and the hands that shape its future. Boucheron's "Precious for the Future" framework, detailed in its 2024 Impact Report, places raw materials, operations and people at the centre of the Maison's sustainability strategy. In its 2025 Progress Report, the Maison records important sourcing milestones, including 100% of newly sourced centre diamonds within key round and emerald-cut ranges fully traceable from mine to workshop. The same report states that 100% of the platinum used in Boucheron jewellery is RJC Chain of Custody certified, with 96% sourced from recycled materials, while 100% of coloured gemstones in the Serpent Bohème collection carry a declared country of origin.

The Maison is also reworking the rituals that surround its creations, starting with its packaging. In 2021, Hélène Poulit-Duquesne gave the brief, "[No pack is the new pack](#)." The resulting jewellery case reduced the former model from 15 components to three, using aluminium and wool felt, with a design made to be cherished, reused and easily disassembled.

Boucheron's vision extends to the people shaping the future of the House. Women represent

70% of the Maison's total workforce and 55% of leadership positions, including both its CEO and Creative Director. In 2024, Boucheron launched its Women in Luxury mentoring programme, pairing 24 mentees with 24 women mentors across corporate and retail teams. In 2025, the programme expanded to include male mentors and grew to 36 pairs.

Through its "Precious for the Future" framework, Boucheron presents sustainable luxury as a matter of provenance, imagination and stewardship, ensuring that the objects created today remain worthy of tomorrow.

WATCH THE CAMPAIGN LIVE HERE: <https://www.cnbc.com/advertorial/acumen-gsti-boucheron/>

Founded in 1858 by Frédéric Boucheron, [Maison Boucheron](#) is a French High Jewellery House known for its creative freedom, craftsmanship and pioneering spirit. In 1893, Boucheron became the first of the great contemporary jewellers to open a boutique on Place Vendôme. Today, under the leadership of CEO Hélène Poulit-Duquesne and Creative Director Claire Choisne, the Maison continues to explore new expressions of preciousness through creativity, excellence, integrity and responsibility.

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