

From the Runway to Real Life: Alberto Luzzi unveils Fine Jewelry Room as New York Fashion Week begins

Italian Designer Celebrates Jewelry for the "Catwalk of Life" With Champagne, Caviar and One-of-a-Kind Pieces at Thompson Street Flagship

NEW YORK, NY, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- As New York prepares to turn the city into one giant runway, Italian jewelry designer Alberto Luzzi is adding some sparkle of his own with the unveiling of the new Fine Jewelry Room at his SoHo flagship on Wednesday, September 9th, 2026.

Alberto Luzzi and business partner Nic Canal will welcome guests to 102 Thompson Street for an evening of champagne, caviar and an intimate first look at the designer's fine-jewelry collection and one-of-a-kind creations.

Arriving just as the fashion world descends upon Manhattan for New York Fashion Week, the opening celebrates an idea that has long been central to Luzzi's designs: The most memorable style does not have to remain on the runway. Jewelry can turn every entrance, dinner, meeting and night on the town into its own fashion moment. In other words, the world beyond Fashion Week has a runway of its own on the catwalk of life.

The new Fine Jewelry Room expands the experience at Luzzi's SoHo flagship, which opened in

ALBERTO LUZZI

NEW YORK - ROME

Alberto Luzzi Logo



Aima 18k Gold Vermeil Lariat Necklace with Gold Mesh (Photo Credit: Alberto Luzzi)

October 2025 and brings the designer's Italian sensibility to downtown Manhattan. Luzzi has spent more than two decades in jewelry design, creating pieces characterized by sculptural forms, texture, movement and color. His current collections span statement earrings, necklaces, bracelets and rings, with designs incorporating gold vermeil, sterling silver, diamonds and gemstones including blue topaz, kyanite and amethyst.

The Fine Jewelry Room marks the next chapter, offering clients a more intimate setting in which to discover elevated pieces and singular designs that blur the line between jewelry and wearable art.

For Luzzi, whose creative identity connects New York and Rome, the timing is fitting. Fashion Week may put the spotlight on what comes down the runway, but great personal style is ultimately defined by what happens after the show, how fashion is mixed, worn and made one's own.

About Alberto Luzzi:

Alberto Luzzi is a contemporary jewelry house blending traditional Italian craftsmanship with modern New York style. Known for hand-finished designs in sterling silver and gold vermeil, the brand creates sculptural earrings, necklaces, bracelets and rings for clients who value individuality, artistry and versatile elegance. For more information, please visit

www.albertoluzzi.com



Dune 18k Gold Vermeil Dangle Earring with Kyanite
(Photo Credit: Alberto Luzzi)



Aurora 18k Gold Vermeil Bezel-Set Statement Cuff
Bracelet with Amethyst (Photo Credit: Alberto Luzzi)

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Alberto Luzzi and Nic Canal Outside the Alberto Luzzi Flagship Store (Photo Credit: Birgi Media)

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