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Verdura's 75th Anniversary retrospective exhibition, featuring over 150 Verdura jewels, curated by Carolina and Reinaldo Herrera and Patricia Lansing. For more information or to reserve timed entry, [click here](#).



### 75TH ANNIVERSARY COLLECTION

Verdura's 75th Anniversary Collection, celebrating Verdura the rebel and his revolutionary first decade's inspirations. For more information, [click here](#).

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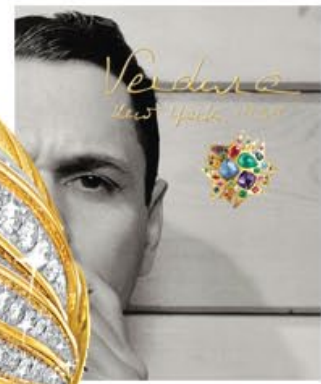
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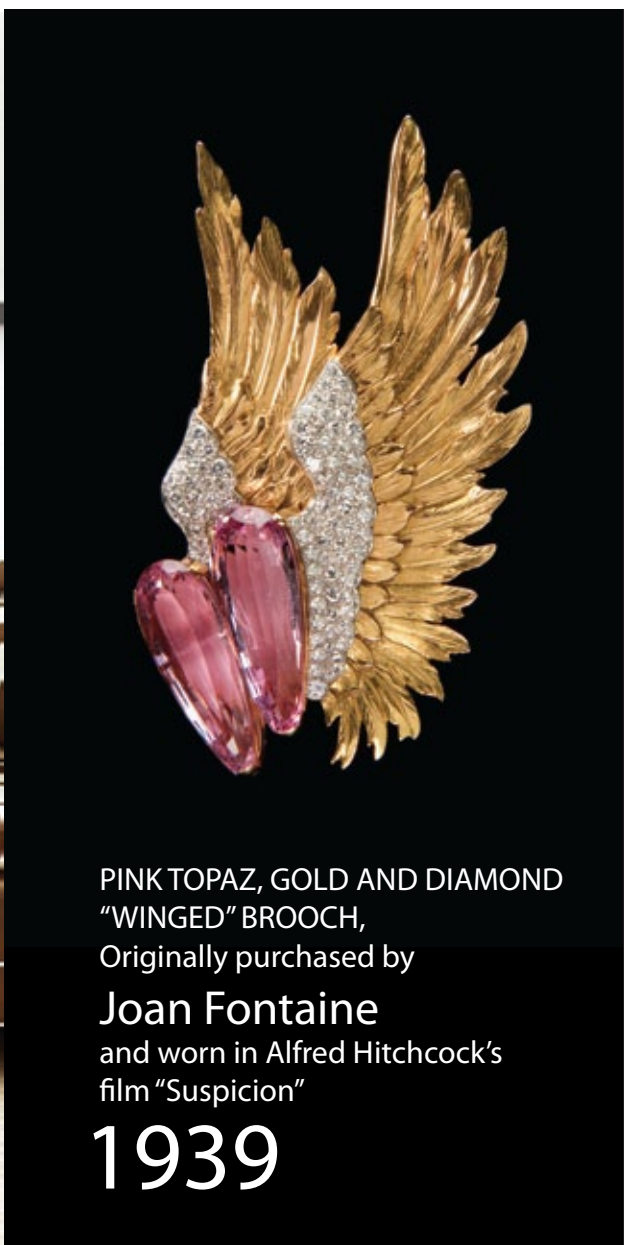
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MRS. CAROLINA HERRERA



PINK TOPAZ, GOLD AND DIAMOND  
"WINGED" BROOCH,  
Originally purchased by  
**Joan Fontaine**  
and worn in Alfred Hitchcock's  
film "Suspicion"

1939



NATURAL SHELL, SAPPHIRE, DIAMOND,  
AND GOLD "LION'S PAW" BROOCH, circa

1945

## The POWER of STYLE Verdura at 75

AN UNPRECEDENTED RETROSPECTIVE EXHIBITION OF THE MASTER JEWELER CURATED BY  
**CAROLINA AND REINALDO HERRERA AND PATRICIA LANSING**  
OCTOBER 14 – DECEMBER 23, 2014

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Duke Fulco di Verdura was always a private 'upstairs' jeweler, creating bespoke pieces for his notable friends and clients. He began his career working with Coco Chanel in Paris where he created her signature Maltese Cross cuffs. In 1934, Verdura came to the United States to create spectacular jewels for the greatest Hollywood stars, and a virtual Who's Who of American and European society. In 1939, Verdura opened his store on Fifth Avenue in New York with the financial backing of Cole Porter and Vincent Astor.

Ward Landrigan purchased the company in 1984, six years after the duke's death. He says, "For thirty years, it's been my dream to share Verdura's genius with a wider audience and bring him the recognition he deserves as the single most influential jeweler of the 20th Century. I want people to know this amazing man, who he was and why his work changed everything. Collectors from around the world have readily agreed to lend us their private treasures for three months and many have shared their reminiscences of time spent with Verdura."

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*"Everything he did was wonderful. He was a great artist, like someone from the Renaissance."*

**Diana Vreeland**

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**Babs Simpson, Vogue Fashion Editor 1947-1972**

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RUBY, DIAMOND,  
PLATINUM AND GOLD  
"AMOEBEA" BROOCH,  
1940



JOAN FONTAINE  
WEARING VERDURA'S "WINGED" BROOCH WITH  
CARY GRANT  
IN ALFRED HITCHCOCK'S

1941  
FILM "SUSPICION"



COCO CHANEL'S ORIGINAL  
"MALTESE CROSS" CUFFS, circa

1930



COCO CHANEL  
(Photo by Man Ray)



DUKE FULCO DI VERDURA AND  
COCO CHANEL

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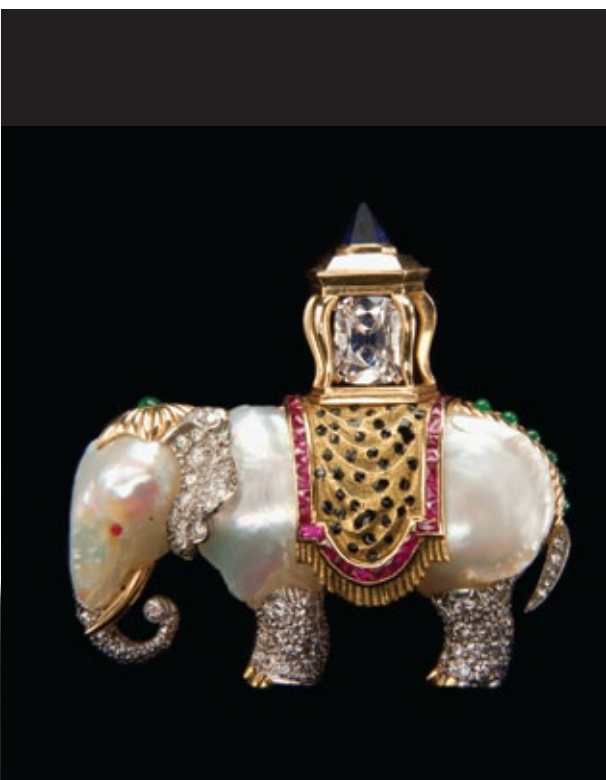
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DIANA VREELAND  
WEARING VERDURA'S  
"GEM-SET AND GOLD"  
BROOCHES

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WEARING VERDURA'S  
"GEM-SET AND GOLD" BROOCHES

DUKE FULCO DI VERDURA  
(Photo by George Platt Lynnes)

GRETA GARBO  
WEARING VERDURA'S "CURB-LINK"  
WATCH BRACELET,  
(Photo by Clarence Sinclair Bull)

1941

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SAPPHIRE AND DIAMOND  
"CLAM SHELL" COMPACT,

1967



GOLD, PLATINUM AND DIAMOND "LAUREL" TIARA,  
Designed as a commission for Betsey Whitney

1957



CABOCHON RUBY,  
DIAMOND AND PLATINUM  
"WRAPPED HEART" BROOCH,

1949

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