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BRAZILIAN JEWELER H.STERN POPS UP IN SOHO

Text by [Elizabeth Stamp](#) | Photography by [Erika Berger](#) | March 4, 2015



Brazilian architects **Adriana Valle and Patricia Carvalho** created a temporary art-gallery-inspired shop for jewelry company H.Stern.

While its New York flagship undergoes a total renovation, Brazilian jeweler H.Stern has opened a pop-up boutique in SoHo. For the temporary location, the company called on Brazilian architects Adriana Valle and Patricia Carvalho to design a space that fits with the area while celebrating the company's heritage. "The gallery theme of the pop-up boutique was inspired by the neighborhood," says Roberto Stern, H.Stern's creative director and president. The architects used natural materials such as wood, rope, and copper to create an industrial yet sophisticated feel.



Minimalist wood cases display the company's collections, while sketches by architect Oscar Niemeyer hang to the right.

The furnishings, most by Brazilian artisans, and the art on display—sketches by late architect Oscar Neimeyer and photographs of the Grupo Corpo dance troupe—also highlight the brand's origins. “We wanted the boutique to reflect our Brazilian heritage, but in a subtle way. Having previously worked with **Adriana and Patricia**, we felt confident that they knew how to best translate our vision. We also replicate this same creative brief in our jewelry,” says Stern. The pop-up shop will be open through the summer, when the Fifth Avenue flagship will debut its new look.

104 Greene Street, New York; hstern.net