

Jean Dousset Goes Bicoastal With New York City Showroom

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By Karen Dybis

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With his first New York City store, Jean Dousset says he and French interior designer Sybille Holmberg have created a showroom that feels like a Parisian hotel—elegant, engaging to the senses, and a place for both jewelry and storytelling to shine.

Dousset opened the showroom at **69 Mercer Street** in November and is calling it his East Coast debut; his flagship location is in **West Hollywood**. The 2,000-square-foot space has high ceilings, comfortable seating, and warm tones but no counters to divide the clients from the jewelry, he says.

“Engagement rings take time to choose, and the space reflects that: quiet and relaxed, without being precious or intimidating. Just an easy place to talk,” **Dousset** says. “The proportions, stillness, a faint whisper of Paris clicked instantly. I knew people would breathe here. They would think clearly. That was enough.”



Clients entering the new Jean Dousset SoHo showroom are greeted with a warm seating area and sleek display cases.

Holmberg and Dousset designed the showroom to resemble a *hôtel particulier*, honoring Dousset’s heritage and connection to French artistry. Dousset is known for his lab-grown fine jewelry and for his heritage as a **great-great-grandson** of Louis Cartier.

“I have always felt like opening in New York was the chapter waiting to be written. Clients believed in us long before we had a space, and some even flew to Los Angeles just to sit with us for an hour,” he says. “The bond was already there, but the geography just hadn’t caught up.

“When our digital growth had done its job, I realized the next step wasn’t bigger, it was real. It was about showing up. Giving people a place to feel the brand, to see it, touch it, understand it, as I do,” he adds. “**SoHo** felt inevitable. It simply exists with quiet confidence.”

Holmberg was a great **design partner** because she understood that the showroom needed to present as a home rather than a traditional jewelry store. The bones were there: Haussmann moldings, a marble fireplace, and tall ceilings.



Dousset says the new showroom captures the elegance of a Parisian hôtel particulier, a nod to his heritage and connection to French artistry.

To amp up the decor, Holmberg added gilded mirrors, aged brass sconces, and sleek lacquered furnishings. Softer fabrics such as velvet and tweed-inspired carpets make the interior inviting. There’s also a small bar area for hosting events or providing clients with a welcoming beverage.

“Someone can step off the elevator and immediately feel a sense of release,” Dousset says. “Most jewelry stores are bright, loud, and transactional—this is intentionally the opposite. The space is designed to foster calm, giving visitors room to reflect on a meaningful choice.

“I wanted them to experience a quiet, subtle shift, not dramatic, just a gentle softening. A space quiet enough to hear their own thoughts, warm enough that they never feel pressured or sold to,” he says.

Dousset started working exclusively with lab-grown diamonds in 2023 across all categories—bridal, fine jewelry, and custom. The New York City showroom allows clients to see these gemstones at their best, he says.

“Jewelry is meant to be touched and tried on—no image, video, or website can fully capture the artistry of [our designs](#). ... Seeing them in person makes all the difference,” he says.

Top: Jean Dousset opened his second showroom in November in New York City to resemble a Paris hotel (photos courtesy of Jean Dousset).

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