

## JEWELRY



## Fiona's Jewel Box

Collector Fiona Druckenmiller brings collector pieces (Cartier! Bulgari! Verdura!) to her new shop off Madison Avenue.

"These days luxury is about what's rare," says Druckenmiller of her 1,500-square-foot gallery-style boutique, F.D., on Manhattan's Upper East Side. Here are artfully arranged seventies Rolexes in rose gold, a Van Cleef & Arpels Burmese-ruby ring (it belonged to Madame Claude Arpels), and, yes, even those coveted reissued Verdura Maltese Cross cuffs. On the hunt for one of Mumbai jeweler Viren Bhagat's Moghul-inspired ruby-and-diamond creations? Look no further. Druckenmiller is the sole U.S. distributor. In the sitting area, curiosities such as a Cartier Art Deco snuff bottle and blown glass from Laura de Santillana fill the Giò Ponti-style shelving. "I want the experience of visiting to be welcoming, not intimidating," says Druckenmiller, an avid collector who, despite her lack of formal jewelry training, can recall in an instant how much, say, that Cartier diamond-and-onyx panther bracelet last fetched at auction (\$425,125). At F.D., the jewelry is meant to be tried on, the stacks of art and jewelry books are meant to be leafed through, and the patrons are encouraged to use the handful of iPads scattered throughout the space, all of which are loaded with a digital archive of Druckenmiller's collection and links to 1stdibs, Sotheby's, and Christie's. As for the look of the store, Druckenmiller took her design cues from boutiques in Paris and Milan, which are famous for changing their displays regularly. She, too, plans to keep her clients engaged: one month she'll curate the cases to reflect an Egyptian Revival theme, the next time she'll try a black-and-white motif. "I'd love for visitors to come by and try things on whenever they're in the neighborhood," says Druckenmiller. Sounds like an invitation we can't refuse. *Prices for all jewelry on request. 21 East 65th Street; 212-772-2440.*

NANDITA KHANNA

"The fanciful colors remind me of the great tiles of Spain."

Van Cleef & Arpels coral, amethyst, and diamond sautoir, 1970s.

"The diamonds and rubies in this Italian-made piece are set in a tubular gold coil." Snake bracelet, 1970s.



"This magnificent design is the only one of its kind."

Van Cleef & Arpels Burmese-ruby, sapphire, and diamond beaded bracelet, 1960s.

"It's an Art Deco piece. The carved center stone is an eleven-carat natural Burmese ruby. It's very rare."

Cartier carved-ruby, emerald, and sapphire ring, 1928.

