

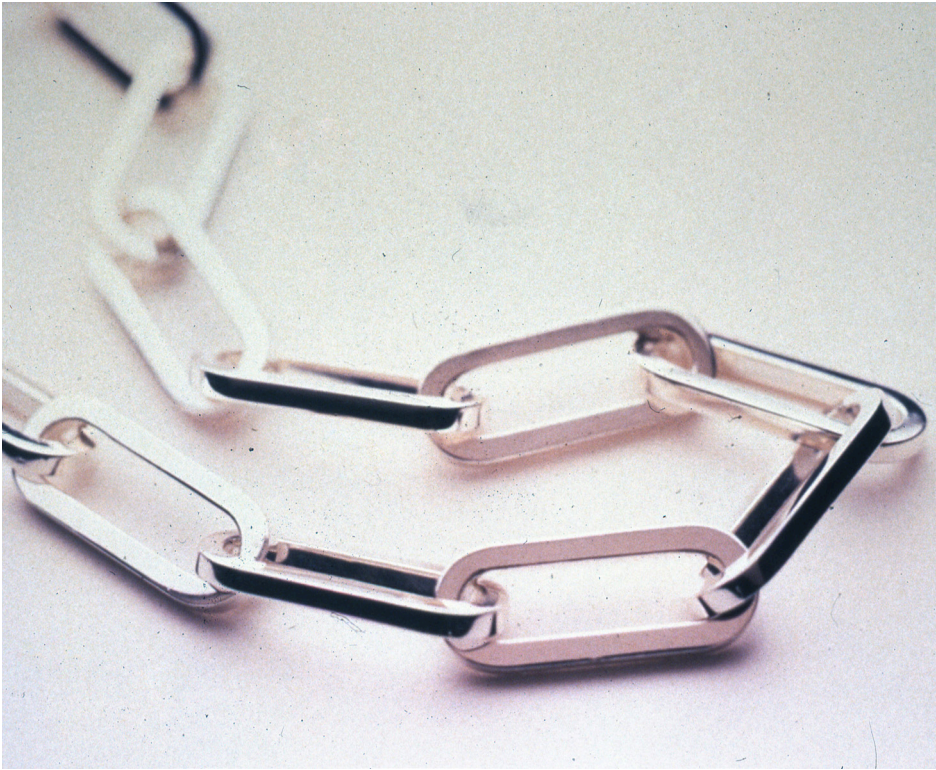
# MAILLON BY DINH VAN – GEOMETRIC INSTINCT.

Embargo until September 3<sup>rd</sup> 2024



In jewelry, a link is first and foremost considered as an element for assembly. However, in 1968, Jean Dinh Van chose to give the link a very special distinction, reworking it by hand into a never-before-seen shape, a rectangular form with rounded edges.

## THE FIRST SQUARE-SECTION LINK.



Until the 1960s, chain links were typically round or oval, available in trace chain or figaro styles, and had not yet experienced a revolutionary change in design. They were primarily regarded as functional components, serving as secondary elements meant to support the central motifs.

For Jean Dinh Van, links were the very foundation of his work as a jewelry sculptor, enabling him to develop a unique style that revolutionized the traditional codes of Place Vendôme. A perfectionist driven by his passion for geometric and minimalist aesthetics, he tirelessly refined the shape of the links until he achieved ideal proportions, creating an element that is as essential as it is complex.

Jean Dinh Van sculpted a distinctive relief inspired by the chains surrounding the Place de l'Opéra, characterized by rectangular shapes with rounded edges. This became the Maillon dinh van: the first square-section link.

## FUNCTIONALITY DRIVING DESIGN .

Maillon dinh van embodies a vision of jewelry that transcends time and trends, offering pieces that can be worn with everything, anywhere, anytime.

This approach, which blends functionality and aesthetics, goes above and beyond the design of the links. It's also reflected in the clasp mechanism, featuring two precisely beveled cut-outs or notches on the central links.

The system may appear simple, but in reality it requires a perfect 90-degree angle to allow the links to slide and interconnect, ensuring that its opening-closing mechanism is nearly invulnerable.





## **NEW ITEMS FOR THE FALL 2024 SEASON.**

This year, dinh van brings its essential and iconic Maillon back into the spotlight with new, original models, boasting revised proportions. With ultra-sensual curves and shapes, the Maillon collection perfectly embraces the body's contours.

## NEW GRAPHICS.



Paying tribute to the collection's existing creations, the new Maillon designs highlight the unique aesthetic appeal of the motif, accentuated by diamond-set gold. Two necklaces and bracelets in yellow and white gold feature a variety of sizes, offering a modern, updated interpretation of the iconic Maillon necklace.

1. Maillon small bracelets, yellow or white gold and diamonds – €2,200 or €2,300 • 2. Maillon small necklace, white gold and diamonds – €2,890 • 3. Maillon small necklace, yellow gold and diamonds – €2,750.



A large model, with a central Maillon XL link, completes the range with an all-gold option.

A new arm bracelet strikingly emphasizes the Maillon XL design, and subtly showcases an adjustable gold piece to fit all sizes.

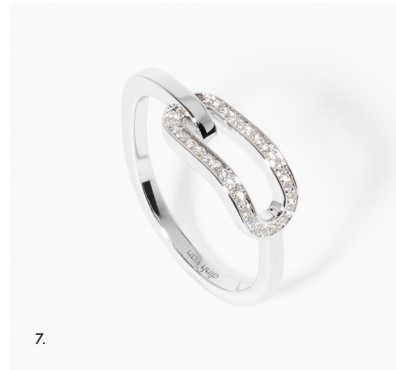
4. Maillon XL necklace, yellow gold – €6,200 • 5. Maillon XL bracelet, yellow gold – price on request.

## A SCULPTED LINK.



In an almost sculptural approach, the new Maillon design plays with volumes. Its strength lies in a delicate balance of resistance and suppleness, as the new design contours the body and creates a striking contrast against the skin.

Two small diamond-paved rings in yellow and white gold, and a large all-yellow gold ring have been added to the collection, giving a new dimension to this signature line.



6. Maillon large ring, yellow gold – €2,900 • 7. Maillon small ring, white gold and diamonds – €1,950 • 8. Maillon small ring, yellow gold and diamonds – €1,850.

Two mono earrings in yellow gold with a curved, diamond paved link, inverted in mini and maxi versions, offer a bold asymmetrical style that naturally adorns the ear.

9. Maillon small mono earring, yellow gold and diamonds – €1,700 • 10. Maillon mono earring, yellow gold and diamonds – €5,900.





## GOLDEN EMBRACE.

Inspired by the iconic design of the Maillon star ring, this rigid bracelet in yellow gold reinvents the motif using two intertwined links, one of which is paved with diamonds. These intertwined links, symbols of connection and strength, give this piece timeless elegance and profound meaning.

Maillon Star bracelet, yellow gold and diamonds – €10,800.



## AN EXCEPTIONAL CLASP.



A Maillon XL necklace with a fully paved clasp, set with 176 diamonds totaling 5.47 carats. Here, the clasp is the centerpiece, placed at the center of the motif and beautifully highlighting the design of this iconic piece of jewelry.

Maillon necklace with diamond paved clasp, yellow gold and diamonds – €35,500.

## ABOUT DINH VAN

In 1965, guided by instinct, Jean Dinh Van created a jewelry brand that defied all expectations. An iconoclast by nature, he crafted metal pieces with his hands like a sculptor, driven by his creative impulse. Jean Dinh Van's vision was simple: crafting jewelry deeply rooted in design, accessible to all, that can be worn with everything, anywhere, anytime. Jewelry that transcends the conventions of Place Vendôme by transforming everyday objects into wearable art.