

Pasquale Bruni opens second Saudi boutique at prestigious new Solitaire, Riyadh

The historic Italian Maison will debut at Riyadh's newest multi-use lifestyle destination, showcasing a meticulously curated selection of Pasquale Bruni signature designs.

Riyadh, February 25th 2025 –

Pasquale Bruni is pleased to announce the opening of its new boutique at Riyadh's prestigious Solitaire Mall, bringing its renowned Italian savoir-faire, style, and creativity to the Kingdom. This marks the Maison's second location in Saudi Arabia, reinforcing its commitment to expansion in the Middle East—one of its most significant growth markets.

Situated on the ground floor of the premier multi-use lifestyle destination, the new Pasquale Bruni boutique will present a meticulously curated collection of the Maison's finest and most iconic designs. Spanning 104 square meters, the boutique invites guests into an immersive world of Italian glamour and sophistication, where classical beauty seamlessly blends with innovative design.

Each of Pasquale Bruni's collections displayed in the new boutique tells a unique story, designed to inspire, captivate, and evoke a sense of beauty—whether you're looking for an elegant piece for a special occasion or a bold, statement-making design for everyday wear. Among the collections displayed are the enchanting Giardini Segreti, which celebrates the timeless beauty of nature with its floral and whimsical motifs, and the elegant Luce, where light and energy radiate through its diamonds and settings. Other must-see collections such as Bon Ton, Ton Joli, Petit Joli, Aleluia, and Heart to Earth each reflect different facets of beauty, emotion, and artistry.

Designed to fully immerse customers in the magical world of Pasquale Bruni, the boutique features the Maison's sumptuous color palette of vivid red and soft pink, complemented by golden and brass accents that create a distinctive atmosphere. Undulating, organic curves cocoon clients in style, but nowhere is more immersive than the boutique's new VIP salon. Exclusive to the Solitaire boutique, this luxurious space invites clients to indulge in a premium hospitality experience.

Founded in Valenza in 1968, Pasquale Bruni embodies the spirit of Italian craftsmanship and creativity, with each collection masterfully developed in the Italian atelier. Every creation captures the brand's DNA, highlighting exclusive designs, unique pavé, and precious gems. Pasquale Bruni's opening at the esteemed Solitaire marks a new chapter for the Maison, positioning it at the forefront of Saudi Arabia's growing luxury market, while solidifying its commitment to providing its clientele with the finest luxury shopping experience. This opening marks the Maison's second location in the region, following its debut at Riyadh's Centria Mall in 2023.

"We wanted to create an idyllic space that reflects the soul and essence of the Maison," says Eugenia Bruni, daughter of Pasquale and creative director of the company since 2001, "a place where one can connect intimately with our creations, in a true temple of femininity."

"The architectural golden columns create beams of light in an atmosphere that is reminiscent of a sacred place. The design, inspired by the petals of our flower, draws on elements from our iconic collections, with gold symbolizing strength and rarity, red embodying passion and life, and pink carrying the energy of love and femininity."

To celebrate the opening, Georgina Rodriguez - image of the latest Pasquale Bruni adv campaign and long-time friend of the brand - accompanied by Eugenia, visited the store the next day sharing her love for jewelry and giving styling tips to VIP customers.

Pasquale Bruni has struck Riyadh with femininity, passion and positive vibes!

Pasquale Bruni is open now at Solitaire, Riyadh. Unit GF-05