



LAPADA Berkeley Square Fair announces landmark partnership with Haute Jewels, elevating London's 2025 fair calendar

LAPADA Berkeley Square Fair, London's premier showcase for fine art, antiques, and design, is set to redefine luxury and craftsmanship this autumn through an exclusive partnership with Haute Jewels, the world-renowned collective of high jewellery maisons. Taking place from 29 October – 2 November 2025 (Preview 28 October), this collaboration marks Haute Jewels' first dedicated presence in London, bringing an extraordinary curation of international haute joaillerie to the heart of Mayfair.

The LAPADA Berkeley Square Fair brings over 100 specialist dealers to Mayfair each year, who present works of art spanning millennia, making the event one of the leading multi-disciplinary fairs in the world. Exhibitors offer the very best that the art, antiques & design worlds have to offer, from antiquities and jewellery to contemporary art and furniture.

This innovative partnership marks a significant moment for both the high jewellery and fine art worlds, creating a unique cross-pollination of high-net-worth and ultra-high-net-worth audiences, all under one roof in one of the most prestigious locations in the world.

Freya Simms, LAPADA CEO, said: "We are delighted to welcome Haute Jewels to the LAPADA Berkeley Square Fair for the first time. This collaboration represents a natural synergy between the worlds of fine art, antiques, and high jewellery —each defined by exceptional craftsmanship. By bringing together the leading names in high jewellery with our esteemed network of art and antiques specialists, we are creating a truly unique destination for collectors and connoisseurs. This partnership elevates the fair to new heights, offering an unmissable experience and brings international trade to the heart of the city."

"We are thrilled to bring the Haute Jewels Exhibition to London for the first time and to partner with LAPADA," said Michael Hakimian, Founder of Haute Jewels International. Haute Jewels London will showcase some of the world's leading high jewellery houses, featuring exclusive, high-end, and one-of-a-kind pieces that are not available at any retailer in London. The event will have its own entrance, located opposite the world-famous club Annabel's. We are confident that the Haute Jewels x LAPADA partnership will be an exciting new addition to the annual Berkeley Square world-class event. Our goal is to establish this annual event as a must-visit for VVIPs and collectors of high jewellery from all corners of the globe."

Held annually in the heart of Mayfair, LAPADA Berkeley Square Fair is firmly established as a must-visit event in the global luxury calendar. The addition of Haute Jewels further cements its reputation as a premier destination for those who seek the very best in fine art, antiques, and high jewellery, just in time for the festive season.

Notes to Editors

Further press information

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For more information, visit www.lapadalondon.com and sign up for the newsletter for regular updates. Further exhibitors and partners for 2025 will be announced soon.

For further information on Haute Jewels please visit www.hautejewels.com

About LAPADA

LAPADA the Association of Art & Antiques Dealers is the largest society of professional art and antiques dealers in the UK. It is a trusted resource for private collectors and the art and antiques trade in the UK and 16 other countries around the world. Established in 1974 it boasts over 500 worldwide members, who are experts in their fields, with specialities ranging from fine art, jewellery and furniture to contemporary works, sculpture and ceramics. Due to the Association's strict Code of Practice, clients are offered total reassurance when purchasing from a LAPADA member. LAPADA offers a referral service for any member of the public looking for a trusted dealer in a specific area, who is seeking quality and assurance of authenticity. It also offers industry advice and lobbies on issues affecting its members and good practice in the art and antiques trade. In 2015, LAPADA launched its newly developed website, which is the leading online marketplace for sourcing authentic art and antiques from trusted LAPADA-accredited dealers.

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