

# MAJORICA

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## **MAJORICA, Iconic Spanish Pearl Brand Debuts its First U.S. Store at Aventura Mall**

**Miami, Florida – AUGUST 17, 2023** — [MAJORICA](#), the heritage Spanish brand, continues to captivate the world by infusing its designs and perfect pearls with the brand's very soul, essence, and cherished values. The distinguished Spanish jewelry brand renowned for its exquisite pearls and timeless designs, proudly announces the grand opening of its inaugural U.S. store, situated in the Upper Level of [Aventura Mall](#).

With a rich heritage spanning more than a century, MAJORICA has become synonymous with unparalleled craftsmanship and dedication to creating jewelry that exudes beauty, elegance, and enduring character. The brand's legacy is woven into each carefully hand-crafted piece, reflecting a harmony of sensuality, strength, and ageless allure.

Created by a scientist and fueled by over 130 years of innovation, MAJORICA remains unwavering in its commitment to delivering perfect pearls and jewelry that transcend time. As the brand takes this monumental step to expand in U.S., it brings with it the same captivating essence that has enthralled global audiences for generations.

In honor of opening our 1st MAJORICA boutique in the US, we are planning GRAND OPENING events.

**Ribbon Cutting ceremony:** August 24<sup>th</sup>, 6:30pm (open to public)

Where: MAJORICA store, in Aventura Mall, Miami

**Grand Opening event:** August 24th, 7pm, by invitation only

About the event:

- **Performance by a Mallorca singer Maria Jaume** [Maria Jaume \(@mariajaume \)](#)  
Maria Jaume will be flying from Palma de Mallorca specially for the MAJORICA Grand

Opening event, to bring the guests an unforgettable experience of Mallorca.

- **Couture fashion show by Paola Estefania** [@paolaestefaniaofficial](#)  
It will be the unveiling of her Spring/Summer24 collection. Paola Estefania is an haute couture designer who creates custom pieces for clients all over the world. She has dressed numerous A list celebrities, at the most prestigious red-carpet events of the entertainment industry.
- Guests will have a chance to win a **trip to Mallorca** with a private visit of MAJORICA factory. Thanks to the generous sponsorship of **Air-Europa**, a grand prize awaits one lucky winner.
- Indulge in welcome drinks, courtesy of and **MyDrinkBomb** and **Suau** [@bodegas\\_suau](#) ([@mydrinkbomb](#))
- Anticipate the joy of discovering what lies within our **surprise bags**, brimming with delightful treats.

For further insights into Majorica and its extraordinary pearl jewelry collections, kindly visit our store located in Upper Level at [Aventura Mall](#), Miami, or our website <https://us.majorica.com>.

For media inquiries, interviews, or high-resolution images, please contact Elena Stungis at [estungis@majorica.com](mailto:estungis@majorica.com)

#### ABOUT MAJORICA

MAJORICA has skillfully conveyed the soul, essence, and values of our brand through the elegant designs and the inimitable pearls. Beauty, elegance, character, sensuality, strength – these elements form a unique tapestry that embodies the personality of our jewelry. With more than 130 years of history, Majorica remains grounded in its origins, while embracing a classic yet modern, traditional yet innovative approach. Our Majorica pearls traverse the globe, all while embracing the present like never before.

#### ABOUT AVENTURA MALL

Aventura Mall is the premier shopping destination in Miami and South Florida, and one of the top shopping centers in the U.S. Anchored by Nordstrom and Bloomingdale's, the center is highlighted by a mix of over 300 stores, from luxury fashion brands to shopper favorites, including the largest Apple store in Florida, Adidas, Anthropologie, Aritzia, Balenciaga, BVLGARI, Burberry, Cartier, GANNI, Givenchy, Gucci, Hermès, Louis Vuitton, MCM, Nike, Ralph Lauren, Valentino and Zara. Aventura Mall also features more than 50 eateries and restaurants, including Treats Food Hall; The Aventura Farmers Market, which showcases dozens of farmers and artisans; and the experiential Arts Aventura Mall program highlighting 20+ museum-quality pieces in a range of mediums, which visitors can enjoy via a self-guided ArtWalk audio tour. Visit [AventuraMall.com](http://AventuraMall.com) for more information.