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Issue 138 · Summer 2016  
US Special Edition

# VO+

VICENZAORO Jewels & Luxury Magazine

**TIMELESS  
BEAUTY**  
Silver-haired  
style icons

**CARTIER'S  
SECRETS**

**SECRET  
GARDEN**  
Jewelry and  
green design

**LIVIA FIRTH**  
Be the change

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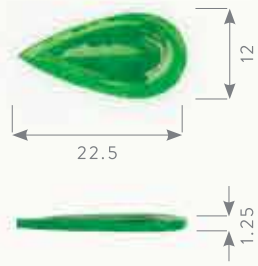
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SCALE 1:1





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THE CHARMING • FEMININE • EXTRAORDINARY



*White Dreams*  
Collection

gold  
diamond  
enamel  
handmade



Bopalal Keshavlal

SINCE 1939





Woman.  
Where it all begins.





# MATTIOLI

Via del Babuino, 105 - Roma



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# DAMIANI

HANDMADE IN ITALY SINCE 1924

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## PREETA AGARWAL

Preeta is based in New Delhi, where she dedicates the majority of her time to writing about fine jewelry for her blog *Bejewelled Finds*; magazines like *The Jewellery Editor*, *Solitaire Singapore*, *Forbes India* and more. A trained jewelry designer and a photographer in her spare time, her expertise of fine jewelry helps her as a jewelry consultant.

## ILARIA DANIELI

She's a journalist who lives and works in Milan. Feature editor for several years of online and offline Condé Nast publications, nowadays she is the editorial director of *l'Orafo Italiano*, a renowned jewelry trade magazine, and works as a consultant for publishing houses and research companies in the luxury sector. She writes fashion pieces for *Class Editori* and *Rizzoli*.

## KATERINA PEREZ

Katerina Perez is a Russian-

born freelance journalist with specialist inside knowledge of the jewelry industry. She is the founder of *katerinaperez.com* - a jewelry-focused platform that features exquisite jewels, fine timepieces and precious gemstones. Katerina's articles tell the fascinating stories that lie behind the designers, the ateliers and the pieces.

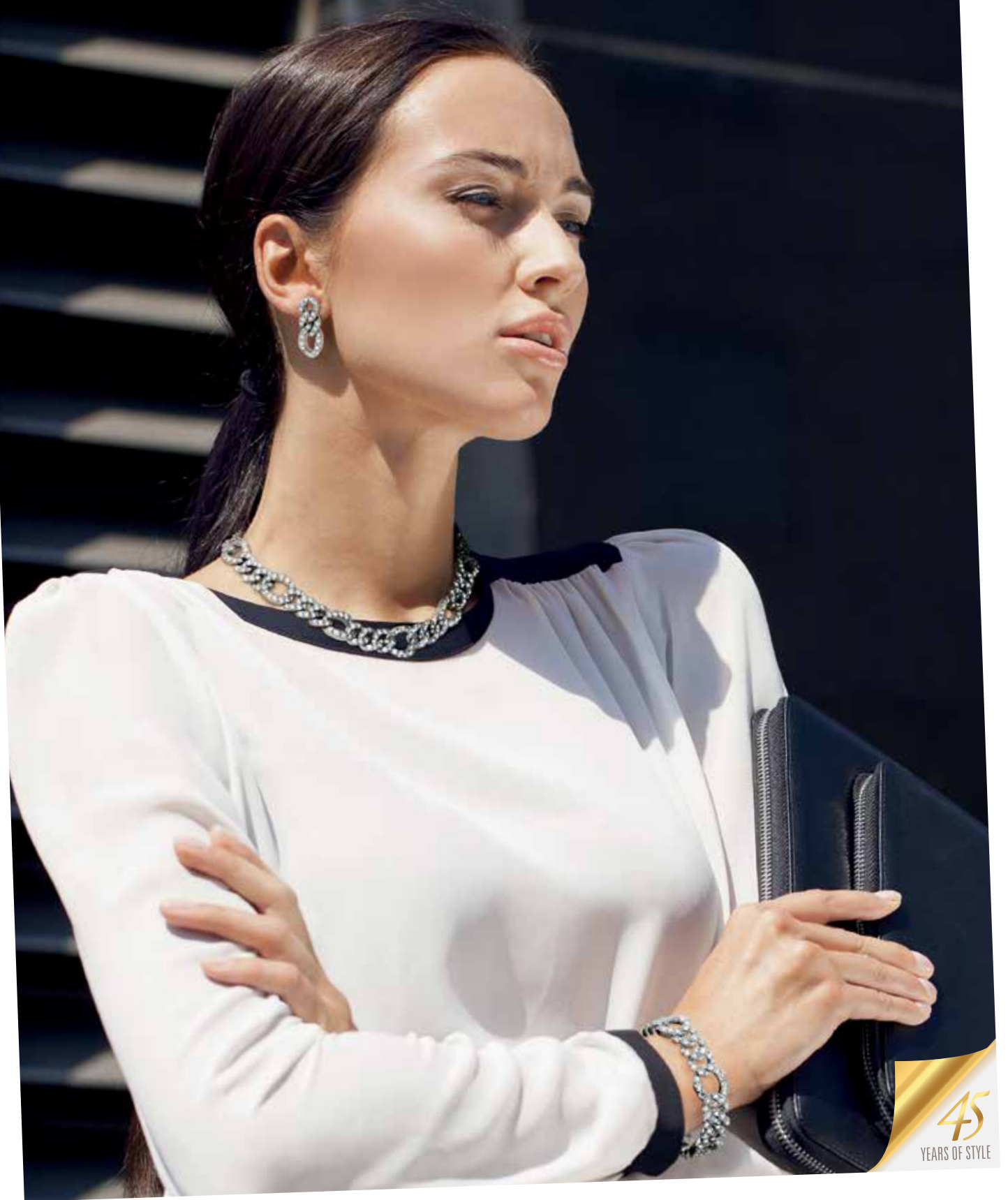
## ESTHER B.J. LIGTHART

Freelance journalist and founder of the popular jewelry blog *Bizzita.com*, with over 20 years of commercial and marketing experience in the jewelry business. She was born in the Netherlands but in her early twenties she ended up in Italy. Today Esther enjoys writing

about jewelry for international trade and luxury magazines and working as a private and business jewelry consultant.

## FEDERICA FROSINI

A professional journalist and jewelry editor for 15 years, she is the Director of the digital magazine *Amusingold.com*. Respected for her long experience as editor of *Vogue Gioiello*, *Vogue.it*, *Condé Nast Traveller*, *AD Architectural Digest* and *Vogue Italia*, Federica is internationally recognized for the insight with which she identifies trends in contemporary jewelry.



45  
YEARS OF STYLE



# VERDI

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**On the cover**

The *Passione* ring from the *Anima* collection  
by GIORGIO VISCONTI, made of 18kt rose gold  
set with diamonds and composite emerald.

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**Amlé**

The Edit  
Pick of the Season



# SICILY FLAVOR

The multi-colored leather bag from Dolce & Gabbana features a cult style, combining glamour with Italian old traditions.



## GOLD DESIRE

The luxurious design of a highly desirable statement piece that is jewelry for the home

Created by the young designers from the Portuguese **Boca do Lobo Design Studio**, *Gold* is a folding screen with three tabs made from fiberglass and finished with gold leaf. A highly desirable statement piece created to celebrate wealth and prosperity. Innovative yet sublime this piece of art is a luxurious example of craftsmanship, wisdom and unique techniques mixed into a singular design • (A.R.)

# Rosato



IL VALORE DELLE PICCOLE COSE.

*ICONE - bags collection*

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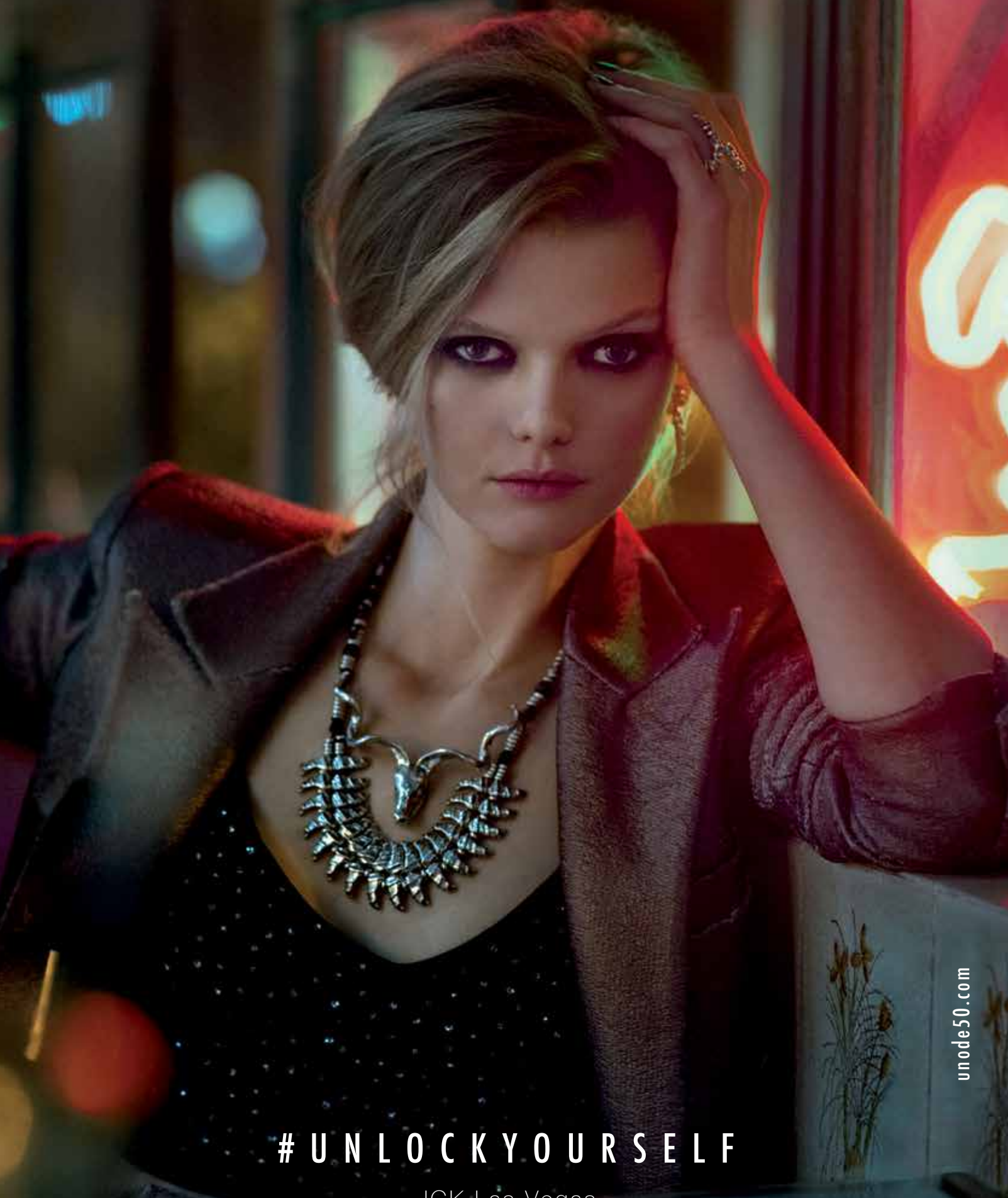


## FOODIE MOTIFS

At Schiaparelli's Haute Couture inspiration comes from fruits, vegetables and lobsters

From the last Schiaparelli's spring/summer 2016 Haute Couture, inspiration comes from the pleasures of food. The designer **Bertrand Guyon**, at his second collection for the iconic Maison, created a food-inspired collection celebrating the joy of fine dining. The runway was filled with culinary references, giving life to a collection full of grace and, of course, a heavy dose of shocking pink • (A.R.)

# UNO de 50



[unode50.com](http://unode50.com)

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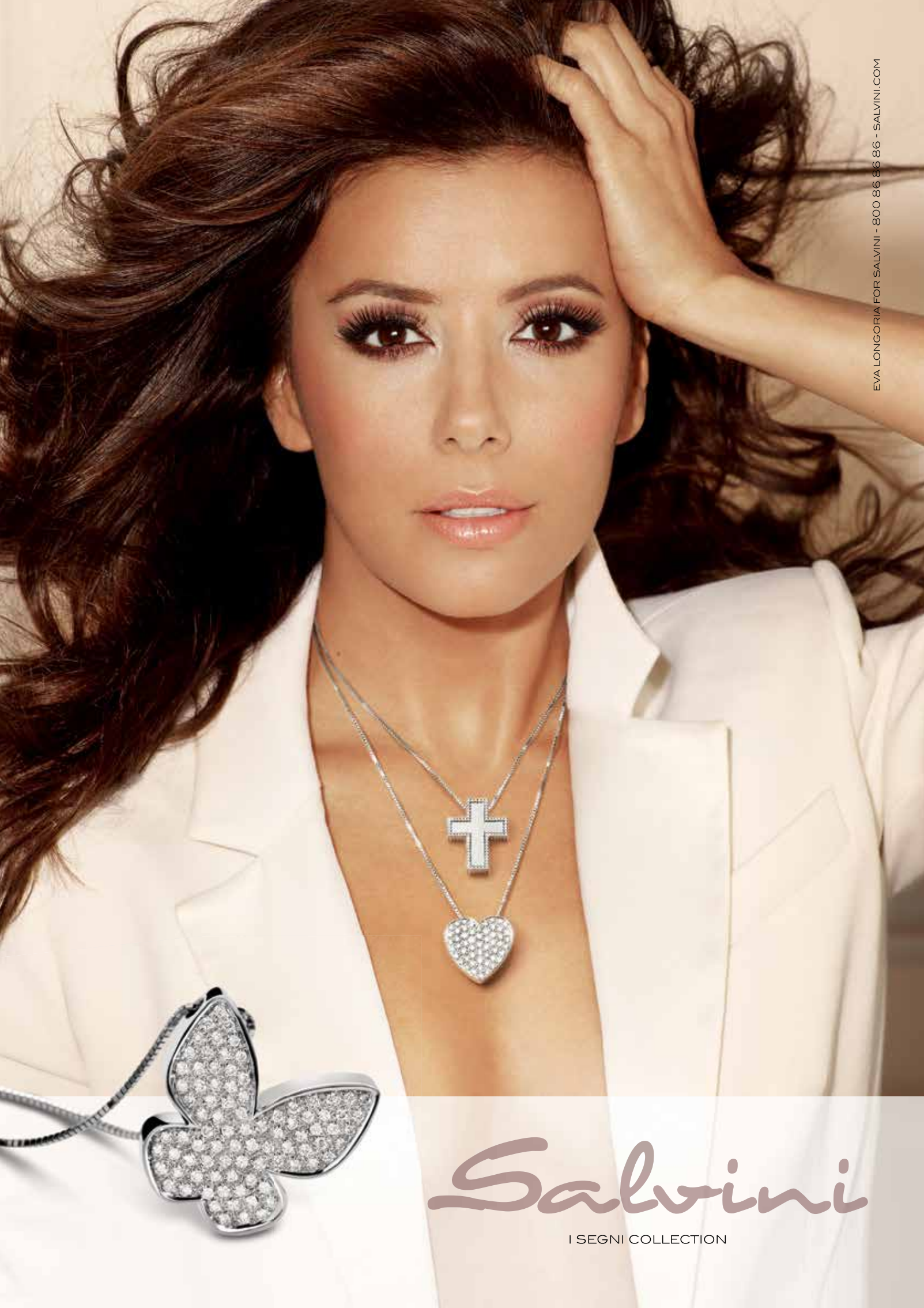
JCK Las Vegas  
Booth # B11145

# SPECIAL WORKS OF ART

The charme of antique world globes translated into modern objects of design

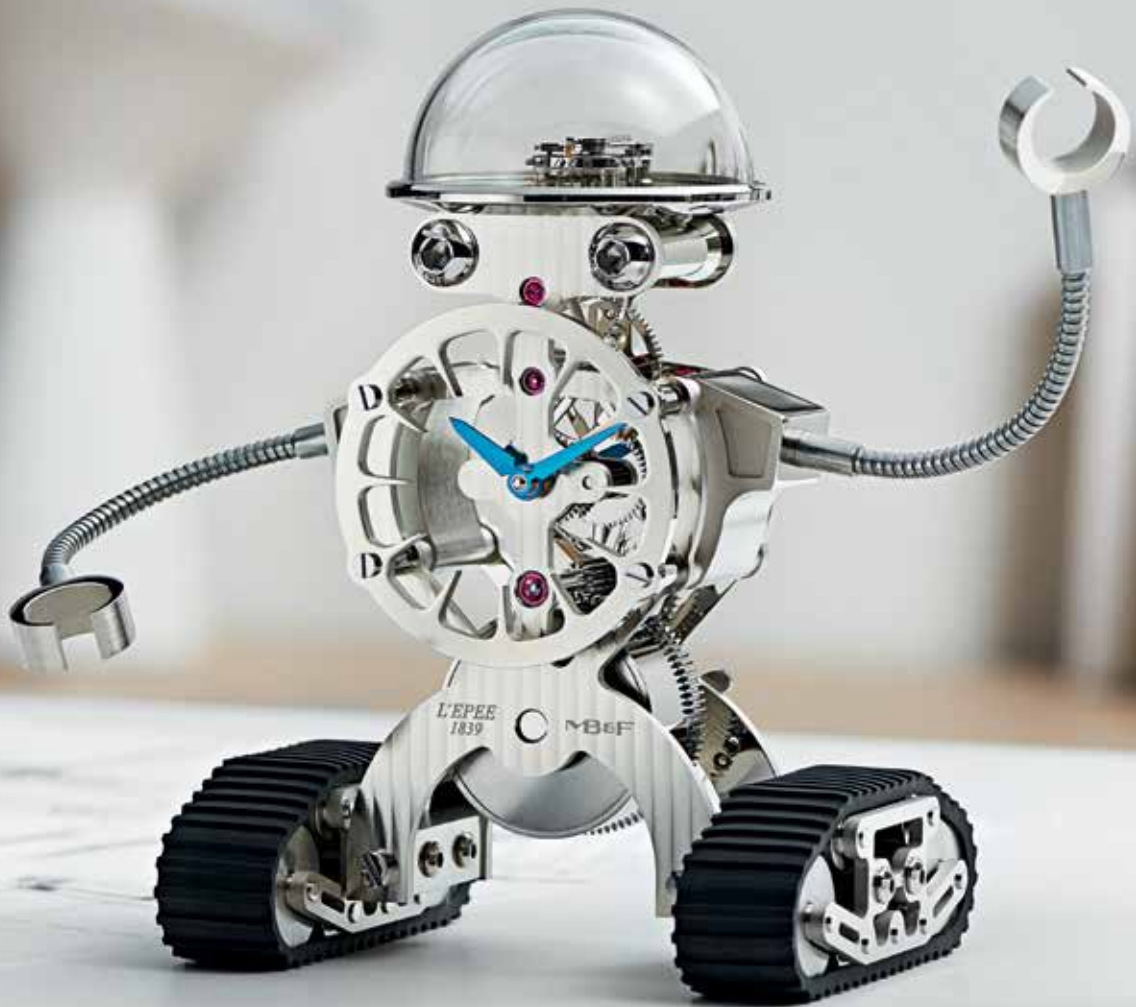


Based in North London, **Bellerby & Co.** is a unique brand composed of a small team of trained 'globemakers', which create high-quality, handmade world globes. From the stand to the artwork, the painting and map-making, each piece is expertly crafted combining traditional techniques with pioneering design • (A.R.)



Salvini

I SEGNI COLLECTION



# SUPER POWERFUL TIME

A little friend will tell us the time in a special way

Conceived and developed by **MB&F** and engineered and crafted by **L'Épée 1839** – Switzerland's only specialized high-end clock manufacture – Sherman is a cute little robot, which tells the time. It is the result of Maximilian Büsser's ongoing quest to revisit his childhood during which he hankered for a robot friend. The robot is in limited editions of 200 palladium pieces (plated), 200 gilded pieces (gold-plated) and 50 diamond-set gilded pieces • (A.R.)

# LEBOLE

## GIOIELLI

Made in Italy



COLLEZIONE

*Mito*

Argento, Sete antiche e Lacche eseguite  
con metodi orientali millenari

A woman with dark hair styled up, wearing a light-colored, ruffled, sleeveless dress. She is adorned with a necklace featuring a large, ornate pendant, a bracelet with circular links, a ring, and large, intricate earrings. She is sitting and resting her chin on her hand, looking directly at the camera with a serious expression. The background is dark and out of focus.

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KIRSTEN GROVE / CHRISTOPHER BAILEY  
MATTEO CIBIC / NIKOS KOULIS / MAISON  
DAUPHIN / ANA KHOURI

# Aperture



Craftsman at work on one of the art fridges depicting a chivalrous scene, the result of a working collaboration between Smeg and Dolce & Gabbana.

## Inside Summer

*Summer. The season of joy and colors. A time of celebration. All about fascinating news and events in art, fashion, luxury and jewelry, of course.*



### 46 feet of floating splendor

The Mercedes-Benz Arrow460 Granturismo yacht, developed by the three-point brand in collaboration with the boat manufacturer Silver Arrows Marine, brings all the comfort, elegance and performance of the Mercedes S-Class to the boat world. The result is a veritable top-of-the-range vessel for the waves •



### From Naples with style

Fabrics and materials of incomparable quality, unusual patterns and an utterly contemporary idea of elegance. This is how Isaia, the Neapolitan sartorial brand, is conquering the United States. This dominance has been cemented by the recent launch of a single-brand store on New York's Upper East Side •

### Brilliant

Great jewelry takes centre stage at Milan's Triennale. Between 2 April and 12 September the exhibition entitled "Brilliant! The future of Italian jewellery" curated by Alba Cappellieri, presents a selection of 50 pieces of jewelry created by masters and up-and-coming designers, skilled craftsmen and goldsmithing companies in a blend of art, design, fashion and new technology •



### House of Peroni

The international event the Italian beer brand uses each year to show off Italy's style and creativity returns to London, from 19 May to 1 July, with a very special artistic director: Margherita Maccapani Missoni. This illustrious representative of the famous Italian fashion family will present the theme of the event: "For the Love of Italy". The location will be the super cool Proud East situated on the banks of the Regent's Canal •



### Luxury in the fridge

After their celebration of the colors and mood of Sicily through clothing, Domenico Dolce and Stefano Gabbana have used their creativity to design a line of Smeg fridges. Each one of the limited edition of 100 FAB28 fridges features symbols of the Sicilian heritage such as the Trinacria, the cart and marionettes, and tells a unique, unmistakable story.



### Elegance in motion

During Milan's 2016 Design Week Marc Sadler, the designer with international cult status, presented an exclusive luggage series made of recycled aluminum, it was designed for the FPM brand - Fabbrica Pelletterie Milano. These innovative pieces are tough as well as appealing. It is called the "Bank collection" and includes a wheeled bag in 4 different sizes, a beauty case and lastly, an actual trunk on wheels •



# Harder Better, Stronger

Diamonds, gold and emeralds are the best friend of Kirsten Grove, a talented Interior stylist who has styled and designed for clients all over the world. All her stuff is online on SimplyGrove, a very inspirational blog which was included as one of Domino's Best Design Blogs for 2016 • (A.R.)

**You are an interior stylist and decorator. Is the world of jewelry inspirational for you?**

I believe as a designer it is important to be trendy in all areas of life. At the end of the day everything is tied together: fashion, jewelry, design.

**What kind of jewels do you wear?**

I'm crazy about bracelets and rings, they give each outfit the perfect touch.

**How do you choose the appropriate accessories for an occasion or an event?**

I follow a few fashion bloggers via Instagram and will constantly revert to their photos, tips and tricks if i'm stuck on making a decision for my event.

**Do you follow special rules on to wear different jewels?**

To be honest I'm not following any rules when choosing jewelry. If I love how one thing pairs with another I'm going to rock it. To me, jewelry is a way of expressing who I am.

**What characteristics should a jewel have in order to capture your attention?**

I definitely like more dainty, not super bulky items. I love gold! Everything gold, especially with my skin tone it just works better.

**Is there a particular gem or stone you consider a sort of talisman?**

Right now I would have to say the emerald jewel! Every time I come across an emerald jewel or even the color of an emerald in the design world my jaw drops! •

*Ideas, tastes and opinions about jewels from the Interior Stylist Kirsten Grove.*



# MORAGLIONE

1922  
ITALY

*Anastasia  
collection*

[www.moraglione.com](http://www.moraglione.com)

COUTURE Las Vegas / LAFITE 506  
VICENZAORO / ICON Pav. 7 - Booth 722



# THE SMALLER SIZE OF A TIMEPIECE

**Bulgari's** creative approach entirely geared toward modernity. The Rome-based Maison offers women an appealing new model named Piccola Lucea, redesigned in a daintier diameter to provide a contemporary response to the growing demand for ever-smaller ladies' watches. With a 23 mm case, Piccola Lucea is above all a tribute to light: a 21st century sundial evoking the culture of Ancient Rome designed to grace the wrist of urban women in tune with their times through a chic and discreet watch • (A.R.)



BRACCIALE  
ORO ROSA/  
ORO BIANCO

## A talent from the Mediterranean

**Nikos Koulis** is one of the young most inspiring Greek jeweller. Influenced by its Greek heritage, he creates very emblematic pieces playing with baguette-cut diamonds, emeralds and sapphires fused into his art inspirations. The common denominator of his work is

the transformation of the classic through a contemporary angle, revisiting diachronic staples in an intricate way. He presented his latest two collections during Baselworld 2016: Yesterday, characterized by architectural forms, and Eden with geometrical shapes •



ISTANBOULLI GIOIELLI  
MILANO

## VISUAL POETRY



led by the unconventional creativity of the designer Charlotte Dauphin De La Rochefoucauld, the French **Maison Dauphin** develops a contemporary language of jewelry, borrowing lines and volume from architecture and sculpture. The latest collection, named *Disruptive*, features a set of asymmetrical double rings and new elements for hair – hair cuffs: new elements intended to be collected and accumulated through time to perpetuate the dialogue and evolutive nature of love, life and creation • (A.R.)



**Reminiscent of ancient tribal pieces**

Brazilian jeweler **Ana Khouri** makes exclusive couture creations that are distinctively unique thanks to a mix between elements of Brazilian fifties and sixties with Art Nouveau, Art Deco and contemporary art motifs. Recently she has collaborated with fashion designer Narciso Rodriguez to create a very modern and urban collection of cuffs, earrings and necklaces, all finished in yellow or matte black gold •



**The power in the hands**

From the fashionable Italian brand Gucci, the lion head ring is made in metal with an aged gold finish, and holds a black faceted Swarovski crystal in its mouth. A powerful jewel, perfect for both for minimal and bold looks.

## The power of nature



It is called *Amniotica* and it is the last collection of the Italian label **Voodoo Jewels**, designed by the talented Livia Lazzari. It tells a very single story in which the human dimension is magically linked with the spirits of nature. Ancient tribal jewelry inspires shapes which meet geometric and modern lines, harmonious and light bodies combine with matteristic and organic processes. All embellished with stones of different cuts and sizes •

**Greetings from Capri**  
**Chantecler** collaborated with the young Italian illustrator Fabio Finocchioni to enhance the historical identity and the brand's values through the creation of a special illustration reproducing Capri in the '50s.



The island of the *Dolce Vita* with its *joie de vivre* is impressed on the ring called *Miniature*, which keeps a special message: the freedom of showing each one's personality, outside any formalisms •

## D&sign srl and Perdichizzi together once again

Giuseppe and Samuele Perdichizzi, owners of the historical jewelry store in Milazzo, have hired D&sign srl and its technical staff to revamp the layout and the ambiance of the shop in Barcellona Pozzo di Gotto. The project is shaped on an innovative mood aiming at fashionable jewels and dealing with high jewelry pieces. The boutique includes spaces for the sale at counters and more private selling areas with brighter lights in the windows and a softer atmosphere in all the other spaces •



# Christopher Bailey

Burberry CEO and chief creative officer Christopher Bailey has transformed the British brand into one of the most important luxury fashion houses in the world. Read his life and successes throughout dates and numbers.

**7.9** An annual salary of 7.9 million pounds, as well as payments of £303,000 toward a pension fund, £1.8m annual bonus and £4.4m for a long term incentive plan.

**3** He has 3 university degrees: in 2003 an Honorary Fellowship from the Royal College of Art, where he obtained a Master's degree in 1994, Honorary Doctorate 2006 from the University of Westminster, where he graduated in 1990, and in 2007, Honorary Doctorate of Science from the University of Huddersfield, Yorkshire.

**500** A 500% increase in the net price of Burberry shares, a rise in profits by more than £350m and total revenues of £2.5 billion since Bailey became CEO of the brand.



**4** He has received 4 prestigious awards from the British Fashion Council in 2007, 2008, 2013 British Fashion Awards Menswear Designer of the Year and in 2009 he won Designer of the Year.

**18** Winning a two year scholarship at the age of eighteen for a course in fashion at the Royal College of Art, London would lead him to become Chief Creative and Chief Executive Officer of Burberry.

**1994** 2 are the years that he worked for Donna Karan, as womenswear designer, from 1994 to 1996.

5 are the years that he worked for Gucci, from 1996 to 2001 as senior womenswear designer, before arriving at Burberry.

**1996**

Over 700 guests, including *Mila Kunis*, *Elton John*, *Cara Delevingne*, *Suki Waterhouse*, *Rosie Huntington-Whiteley*, *Anna Wintour*, attending

the 2015 opening ceremony of the Burberry store in Los Angeles held at Griffith Observatory.

**700**

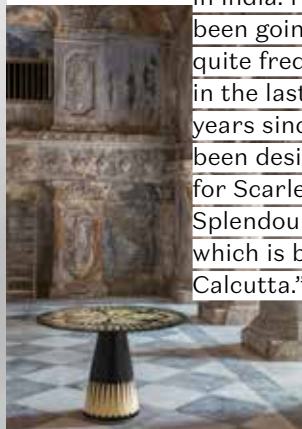


SWAROVSKI  
GEMSTONES™

# Matteo Cibic

## THE VISIONARY

Matteo Cibic is an Italian designer and creative director with a particularly visionary mind. His talent is translated into items, objects and design projects in which elegance, irony and originality merge • (A.R.)



### ON AMBITIONS

"I would like to create something in India. I have been going there quite frequently in the last two years since I have been designing for Scarlett Splendour Design, which is based in Calcutta."



### ON DESIGN

"The advantage of being Italian is that our country is brimming with know-how and industrial and artisanal skills. We are accustomed to experimenting obsessively in order to create something that has never been created before."

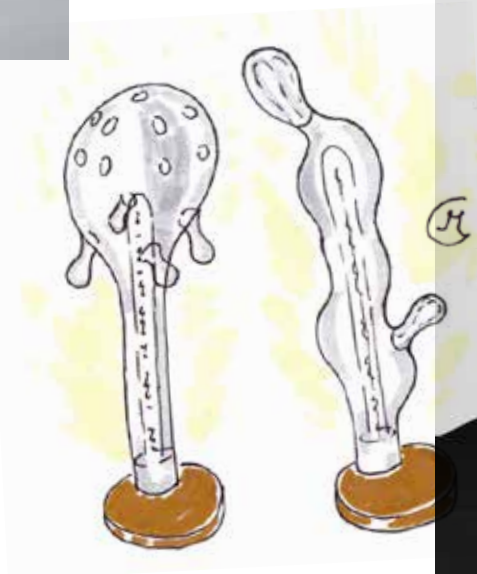


### ON INSPIRATIONS

"I feel particularly inspired when I travel by train to visit fancy goods and antique art museums, craftsmen's workshops and large industrial plants."

### ON FUTURE PROJECTS

"The first plastic, super-technological, ultra-light, flat and recyclable radiator. An indestructible rubber backpack. A bottle of wine."





Cristina  Sabatini

NEW YORK

JCK Show • BOOTH #B11155 • [cristinasabatini.com](http://cristinasabatini.com)

“When we were **young** people,  
all we ever wanted was to be good working actors.  
We didn't think of **fame** or money because,  
HONESTLY  
**money** was never part of the **dream**.”

SARAH  
JESSICA  
PARKER  
*actress*



De Grisogono

ASHLEY  
OLSEN  
*actress*

“FAME IS AN ILLUSION. THINGS CAN BE  
GIVEN TO YOU QUITE EASILY, BUT THEY GET RIPPED  
AWAY SO QUICKLY AS WELL.”



DAVID  
BOWIE  
*singer*

“I'VE ALWAYS BEEN  
FAMOUS,  
IT'S JUST NO ONE  
KNEW IT YET.”  
LADY GAGA, singer

“A STAR  
ON A MOVIE SET  
IS LIKE  
A TIME BOMB.  
That bomb has got  
to be defused so people can  
approach it without fear.”  
JACK NICHOLSON, actor

“I'M AN INSTANT  
STAR, JUST  
ADD WATER.”



Sabine Getty



Bea Bongiasca

## *In other words...*

The research conducted shows that fame changes a person's life forever,  
and is felt more as an impact or ‘overnight’ experience. Think as the world  
interesting people, celebrities and achievers do.  
Let them bring inspiration into our life.



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TIMELESS BEAUTY / ETTORE BUGATTI  
VILLAS / JEWELLED SHOES

# Atelier



# Livia Firth

## Be the change

Livia Firth has turned our appetite for celebrity to her own advantage, using her spousal appearances on endless red carpets to promote the cause of sustainable, ethically produced fashion.

With a bit of a genius. *Text Frank Stephen Dottriani*



The recipient of numerous awards, feisty and committed to various issues, Livia Guiggioli, globally known as Livia Firth, following her marriage to the Oscar-winning actor, Colin Firth, over the past ten years has gone from film director to the world's most glamorous champion of "eco style" and has been dubbed "the queen of the green carpet". Now Livia

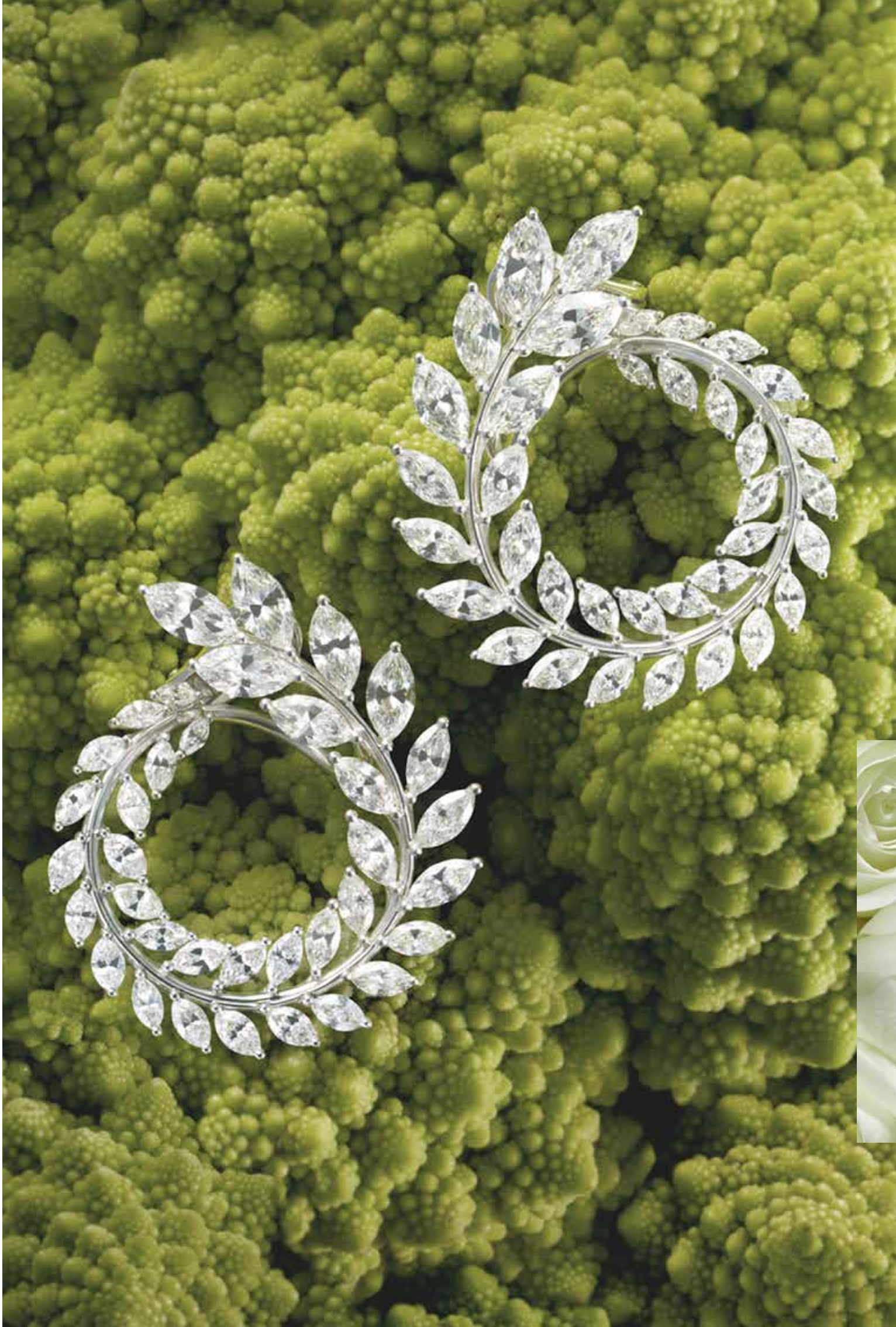
Firth is moving into design: last week she revealed she is working on a line for the online retailer Yoox's eco brand Yooxygen, in partnership with Reclaim To Wear, which helps designers recycle textile surplus and waste.

Her forays into the world of sustainable fashion and 'green' jewelry date back to 2009, when she and her brother Nicola, launched the Eco Age concept store. They closed the shop a couple of years ago, but the eco-consultancy flourishes, advising clients

ranging from Wembley stadium, Gucci, the British Film Institute and Chopard: 'Two things happened almost simultaneously,' Livia explains. Firstly, she met journalist and eco-queen Lucy Siegle. 'We opened the shop and literally on day one I emailed Lucy and said "I want to talk to you because you're my hero".' Secondly, Colin got the nomination for *A Single Man* at the Golden Globes. 'I was like, well OK, all these major red carpets – let's try and be inventive. There's now a GCC brand mark, which signifies that a product meets their exacting ethical, environmental and sustainable production standards'.

The first award went to Gucci for a collection of anti-deforestation handbags. 'The entire collection sold out before it even hit the shops.' Says Livia. The expression, "be the change you want to see in the world" could have been written for Livia Firth. Having identified a real problem in the fashion industry, she's







making significant headway in changing it – while looking immaculate, of course. The success of this operation gave her the incentive to double her efforts in the battle against multinationals investing in fast fashion. The real villain in her world is ‘fast fashion’: ‘Fast fashion and ethical fashion don’t go together. There’s no way that you can produce those volumes at those prices in an ethical way’.

She’s a global ambassador for Oxfam, and has visited factories in Bangladesh, Ethiopia, Zambia and Kenya with the charity. We touch on the Rana Plaza factory fire in Bangladesh earlier this year. ‘When you have 1129 people, mostly women, dying in one single accident in the name of fashion – you think, there’s something wrong. I saw those women – they produce 100 pieces an hour. The prices are ridiculous...and then they end up in the rubbish after one season. It’s a perpetual circle of poverty. They make you think that it’s democratic in our countries, buying things at those prices, but it’s a democracy of fools.’

« THEY MAKE YOU THINK THAT  
FAST FASHION IS DEMOCRATIC, BUT  
IT’S A DEMOCRACY OF FOOLS »

Livia, together with her husband, supports Survival International, the global movement for the rights of indigenous people, and took part in the 2012 campaign for the protection of the Awá people, the “most-threatened tribe in the world.” She received the Green Award at the *Harper’s Bazaar Women of the Year Awards* in 2013 for her work. Thanks to her efforts, her increasing influence, which is also down to her global visibility, Livia has progressively managed to persuade certain large companies in the jewelry and fashion sector to make some partial changes.

“Three big changes have taken place in the past two years. First, Chopard, the luxury watch and jewelry company, decided to start not only sourcing but also supporting Fairmined gold, and is today addressing some serious problems and leading the industry with its pioneering work. Then there is the ground-breaking



Above, one of the garments from the Green Carpet Collection by Erdem Moralioglu and Livia Firth, created using reused, surplus or sustainably certified materials, and a diamond ring from the Green Carpet collection by Chopard.

On the facing page from the same collection, earrings featuring marquise-cut white diamonds set in a laurel design, crafted in 18-carat Fairmined white gold.

Below, a Chopard timepiece made of white gold, the case features pavé marquise-cut diamonds. On the facing page, 'Palme Verte', Chopard's first collection of ethical gold for the mass market. Right, Livia Firth with one of the "zero-deforestation" bags designed for Gucci in 2013.



project led by the Kering group (which owns labels such as Stella McCartney, Alexander McQueen and Christopher Kane), which last year published an EP&L (environmental profit and loss) report—something unheard of in the fashion world. And the fact that they made it open source is incredible. Last but not least, Unilever last year launched the first-ever human rights report at supply-chain level—again, something that no company has ever dared to do.”

Most recently, Livia has launched the GCC capsule collection. Five stellar British designers – Victoria Beckham, Roland Mouret, Erdem, Christopher Bailey and Christopher Kane; ten beautiful, sleek, wearable designs in black, white and gray; all in sustainably produced fabrics. The collection was the result of a conversation with legendary US *Vogue* editor Anna Wintour at Paris Fashion Week. ‘I was venting my frustration with working with stylists,’ Livia says, ‘I said to her, if I had a collection of ready-made clothes it would be so much easier. And she said, well let’s just do that.’

With fashion has also come a focus on the jewelry industry and a Valentine’s-appropriate collaboration



with luxury jeweler, Chopard. Firth first met Caroline Scheufele, the brand’s artistic director and co-president at the Oscars in 2012. “When I asked her ‘where does your gold come from?’ Caroline immediately replied ‘from the bank!’ and then realised that meant she did not actually know.” From that point on, she credits Scheufele as embarking on a mission “to change not only her company and brand but the entire industry.” Scheufele partnered with the Alliance for Responsible Mining. The first Chopard Green Carpet collection in collaboration with Eco-Age launched in 2013, featuring pieces made in Geneva from ethically-sourced materials. It is, Firth says, “a perfect example of the marriage between ethics and aesthetics”. Then came the Palme Verte collection. “It’s Chopard’s first diffusion line crafted with fair-mined gold,” she adds. “Caroline is now looking at other raw materials and how to source from responsible suppliers – there are lots of exciting projects planned for 2016.”

While her eco-conscious attitude pervades all areas of her life, Firth still finds time to relax and unwind. “Now that I am in my 40s I exercise twice a week, three times if I can,” she says. She eats “healthy, home-cooked food”. Livia currently resides in London with her husband Colin, two children, one cat and four fish •





# Snake Charmer

SLIPPERY AND  
CRAWLY BY  
NATURE, REAL  
SNAKES STILL  
CAPTIVATE THE  
ATTENTION  
OF MANY  
DESIGNERS  
AND JEWELRY  
LOVERS ACROSS  
THE GLOBE.

*Text* Preeta Agarwal

However, one reptile in particular has been around for centuries and still captivates the attention of many designers and jewelry lovers across the globe. Slippery and crawly by nature, real snakes may not be a woman's favorite pet, but when dipped in gold and studded with diamonds, they are sure to woo them quite effortlessly.

From the oldest story ever written around Mesopotamian mythology, where the serpent ate its own tail representing the renewal of life, to the Garden of Eden, where the serpent played a major role in the fall of Adam and Eve and was punished to crawl on his belly forever; connotations surrounding serpents can be found across history and mythology. Having played important roles in the religious and cultural life of ancient Egypt, Rome, Greece, Africa, India and even the Americas, the serpent today represents multiple beliefs, symbolizing protection, eternal love, rebirth, wisdom, revenge and even desire.

The influence of the serpent can be seen across the luxury sector from garments to jewelry and from accessories to even home decor. Europe by far takes the lead as renowned fashion houses and couture designers have repeatedly charmed the world with their interpretations of this coiled creature. The most noted references to snake jewelry is how Cleopatra adorned herself with gilded snakes from head to toe. Even so, it became a worldwide trend when Prince Albert proposed to Queen Victoria



**Damiani's** Eden collection aspires to the design of the bracelet of the same name, winner of the Diamond International Award, the world jewelry Oscar. Shown here is the ring in burnished black gold with white, grey and black diamonds

*Opposite page:* María Félix in Venice, 1959. The Mexican actress was a jewelry connoisseur and an ambassador for **Cartier**. Since her death, the iconic pieces she commissioned to the French house have been displayed as part of *The Art of Cartier* exhibitions and, in 2006, the debut of *La Doña de Cartier* collection paid tribute to the actress.



Above, the iconic 'Serpent Bohème' by **Boucheron**. The collection was launched in 1968, but the snake motif has a long history with Boucheron itself, first seen back in 1885.



with an emerald-headed snake ring, symbolizing his eternal love for her. Followed by various naturalistic reinterpretations during the Art Nouveau period, the serpent today is being explored in a more contemporary fashion while exploiting technology to its advantage.

If folktales were to be deemed truthful, rare species of snakes are believed to carry snake stones in their head and are very protective of them as they were thought to contain magical powers. The same characteristic has often been expressed in fine jewelry with either a gemstone-studded snake head or a snake coiled possessively around a precious gemstone. In the **Stephen Webster's** 'It Started With Eve' Couture Ring, the pavé-set diamond white snake is coiled around a 5ct Forevermark Diamond. Similarly, four snakes are seen protecting a large white pearl in the ring designed by Farah Khan.

The long and slim body of the snake makes for a fascinating design element when wrapped around objects or body parts. Thus, in most jewelry pieces, the snake is seen coiled around a finger, an arm or even the neck. The **Buccellati** ruby snake necklace perfectly exemplifies how designers use the linear body of the snake in jewelry.



« FROM THE OLDEST STORY EVER  
WRITTEN AROUND MESOPOTAMIAN  
MYTHOLOGY TO THE GARDEN OF EDEN,  
CONNOTATIONS SURROUNDING SERPENTS  
CAN BE FOUND ACROSS HISTORY  
AND MYTHOLOGY »





Inspired by their European heritage, Boucheron and Bvlgari, two famous jewelry houses, have both paid homage to the serpent over decades. Their realistic-looking gemstone and diamond-studded serpents have appealed to one and all and have often been spotted at red-carpet events. **Bulgari** has revisited their Serpenti collection year after year. To make their bracelets, watches and necklaces easily slip around the arms or neck, Bvlgari invented a special Tubogas technique, now patented by the brand. The Serpenti watch by Bvlgari has acquired a symbol of style, status and a daring attitude.

Emblematic of **Boucheron**, their Serpent collection has also seen many avatars over the years. Their latest Serpent Bohème collection is an unconventional version of the serpent. Playing with the scales on its body and the shape of its head, the collection is an artist's way of looking at the reptile, backed with a freedom of style and taste.

The Italian jeweler **Damiani's** latest Eden collection paints the serpent with a minimalistic appeal. Emphasizing the rope like the body of the reptile, the collection uses

black enamel and shades of gold along with diamonds to make contemporary snake jewels perfect for today's woman.

Snakes have also been heavily associated with darkness, revenge and have a gothic appeal. Thus, most jewelry has hints of black, variously studded with black gemstones, layered with black enamel or plated with black rhodium. Even when creating colorful variants, designers often add a devilish overtone with black patches or wicked red eyes.

Snakes also make for very stylish question mark-shaped necklaces, reminiscent of the Indian God Shiva who is believed to have carried a snake around his neck all the time. The Roberto Coin snake necklace also comes in various combinations with devilish ruby eyes denoting a bold attitude.

The snake is a motif that has been explored extensively and will continue to inspire for years to come. Yet, we find that with each passing season and with new talents pouring into the industry, interpretations of the snake theme keep evolving and keep being revisited •

*Opposite page, from top:* 'Serpenti' bracelet-watch in gold with polychrome enamel and emeralds, from the **Bulgari** Heritage Collection, 1967; 'Unique Cobra' necklace by **Roberto Coin**; 'Serpent Bohème' bangle in white gold by **Boucheron**.

*Above,* a model rocking the **Bulgari** 'Serpenti Forever' shoulder bag with light gold-plated brass 'Serpenti' head closure in black and white enamel with malachite eyes.

# Timeless



Iris Apfel, Joni Mitchell, Carmen dell'Orefice, Linda Rodin: today the world of style has a new Olympus, strictly inhabited by silver-haired goddesses.

*Text Antonella Reina*



*Left, Iris Apfel in the Blue Illusion campaign. Facing page, Carmen Dell'Orefice, the 85-year-old model and actress.*

In 2008,

photographer Ari Seth Cohen created the blog *Advanced Style*, to share, through his photographs taken on the streets of New York, the style and elegance of silver-haired men and women. In those days, when the aesthetic was dominated by an ideal of beauty closely related to youth, capturing the look of older people was a brave if not a touch bizarre choice.

On the contrary, Ari Seth Cohen's idea ended up demonstrating how one can be fashionable and trendy at any age. The concept soon turned into a cult phenomenon and gave way to a trend that has conquered literally everybody. Today, being more than sixty years of age is not a limit but rather a key to success. Provided that you have

style and character to flaunt. Something demonstrated by a number of women with a strong personality and strictly salt and pepper hair who, thanks to a mix of originality, wisdom and charisma, have become a source of inspiration for the world of fashion and beauty.

Take the incredible Iris Apfel, famous collector, interior designer and entrepreneur who, at the age of ninety-four (95 on August 29, 2016) continues to make her name through her unique image, seasoned with a good dose of stylistic wisdom and admirable irony. With her oversize round glasses, already iconic, lips permanently dyed red and her eccentric jewelry, she collaborates with several fashion houses and lends her face to various advertising campaigns: she has been a model for & Other Stories,



star of the documentary "Iris" by Albert Maysles, and in March 2016, the Parisian department store Le Bon Marché paid tribute to her eclectic spirit with an exhibition and temporary store, entitled "Iris in Paris".

Most recently, the unstoppable Iris has collaborated on a collection of technological jewelry with the brand WiseWear and acted as an interpreter for the global campaign for the new Citroën DS 3. It is during this last stint that she explains that someone once told her, "You're not pretty and you'll never be pretty, but it doesn't matter. You have something much better. You have style."

*This page on the left, Charlotte Rampling for the NARS Cosmetics campaign, Joni Mitchell for Saint Laurent and Joan Didion for Celine. Facing page, the beauty-guru Linda Rodin.*



Embodying the same philosophy, augmented by unrivaled charm, is Helen Van Winkle, known by her stage name Winkle Baddie, who has already become a true webstar. Ironic, irreverent and cheerful, she likes to wear colorful figure-hugging dresses, shorts and body suits. Her Instagram account boasts 1.5 million followers and, at eighty-six, she is counted as a source of inspiration also by pop provocation queen Miley Cyrus. In a recent interview she said: "I'm in good health, I'm in good shape and I have reached a good age. I guess I should brag about myself."

While charm, irreverence and a strong personality may turn out to be the winning ingredients in a society tired of aspiring to overly conventional standards of beauty, even glamour and talent seem to go beyond the passes of time and remain intact forever. This is demonstrated by singer-songwriter Joni Mitchell, born in 1943, who with her soft tunics, long straight hair and sandals, was a symbol of the Californian revolution and the free spirit of the hippie culture. Over the years, she has maintained her charm and personal style so much so that she was chosen by Hedi Slimane as the face of Saint Laurent, for Spring Summer 2015. The designer said of her: "She has always been herself, there is nothing more chic than that."







This page, images from the 'Advanced Style' documentary by Ari Seth Coen. Facing page, Iris Apfel in one of the stills from the campaign for the smart jewelry brand WiseWear.

Meanwhile, The Guinness Book of Records for the longest running model goes to Carmen dell'Orefice, born in 1931, 5'9 feet tall, with an aristocratic look, high cheek bones and long legs: a living legend. Getting her first cover of *Vogue* in 1947, today she continues to work for the most important fashion houses. In 2012 she took part in a documentary created by the photographer and director Timothy Greenfield-Sanders for HBO, "About face: the supermodels, then and now", a film that explores the concept of beauty linked to that of old age.

And lastly, Linda Rodin, who has turned beauty into a real weapon in order to continue her success yet in a very personal way. A woman of simple yet impeccable style, her blinding white hair and boyish smile, she was the fashion editor for *Harper's Bazaar*, and style-edited the image of beautiful women such as Laetitia Casta, Madonna, Halle Berry, Gisele Bundchen and Adriana Lima. Now, at 67, she is a true beauty guru, thanks to her line of cosmetics Rodin Olio Lusso, sold in the best stores and loved by many stars.

Jeffrey W. Miller, journalist for The New York Times said of her: "About Linda, about any person with real style. They make you look at the world in a different way...



and rethink everything. They know how to create tension." And tension, he added, "is what creates beauty."

A phrase that is clearly evidenced by the advent of a new concept of contemporary beauty whose borders go beyond age, to involve many more aspects of human nature such as intellectual honesty, good taste and self-awareness.

*TECHNICAL KNOW-HOW  
BECOMES ART.  
BESIDES, WHAT COULD  
BE BETTER THAN  
OWNING A BUGATTI?*

A VILLA THAT  
EPITOMIZES DESIGN AND  
CLASS, AND PARKED  
IN THE LOUNGE, THE  
CELEBRATED SUPERCAR,  
BORN IN FRANCE, FROM  
THE ITALIAN GENIUS OF  
ETTORE.

When  
**STYLE**



becomes  
**FORM**



**F**or a select few. A very limited number of lovers of beauty. And of opulence. Of luxury and Italian style. Of French sophistication. Creativity and design. Of the purity of forms. Of perfection and the union of stone, steel and glass. United, literally, in a futuristic de-

sign that blends two worlds that may appear distant, such as architecture and engines. Looking to the future, yet remembering a prestigious past.

This is the living experience concept behind 971 Ettore Bugatti, a limited group of ultra-premium seven-bedroom villas, which pay homage to the creative genius of Ettore Bugatti, the founder



of the brand born more than 100 years ago in Molsheim, France, an Italian engineer, lover of art and motor enthusiast.

Residences which in every detail, interior and exterior, reflect the sinuous forms of the super sports car, and are part of Akoya Oxygen, a real estate investment of 5,109,667 m<sup>2</sup> (55 million square feet) which includes an 18-hole golf

course, the Trump World Golf Club, designed by Tiger Woods, a spa, a yoga center, an organic produce market, restaurants and a waterpark.

The project, a collaboration between Bugatti – an automotive brand, but not only, recently acquired by Volkswagen – and Damac Property Development Company, a Dubai luxury construction company, combines the name of the prestig-

ious sports car brand with 971, the international dialing code of the United Arab Emirates. Past, present and future, as the saying goes, united.

A connection that seemed impossible yet has its motives rooted in the brand's history. In fact, as pointed out by Massimiliano Ferrari, Managing Director of Branded Goods, "Bugatti is a product that has more than 100 years of history. Carlo, the father of Ettore Bugatti, the founder of the brand, was an architect who dealt in furniture and had created a furniture line from which the idea for the Bugatti originated. Today we have reinterpreted the original vision in a very modern way. In so doing we have created a home, an ultra-premium luxury collection, inspired by the past and the present."

Precisely looking to the future, it represents an accomplishment with a green heart, environmentally friendly and sustainable, a policy which has been followed for a long time in the United Arab Emirates.

The basic idea, which is architecturally somewhat reminiscent of several of the most interesting achievements of the American genius Frank

Lloyd Wright, was to literally build a house around the Bugatti Veyron, a masterpiece automobile, one of the most expensive and most limited versions created, only 450. In such a way that it can be observed and admired, as if it were a priceless painting. And to be kept in a glass case. Which also doubles as a garage. Within the house. Which in turn becomes a work of great architecture.

"The idea that prompted us to realize this project - explains Ziad El Chaar, managing director of DAMAC Properties - was the passion and love for beauty.

In addition, we know that many of the people interested in buying these villas are also lovers of the Bugatti brand, both of the automobiles and other non-automotive lines. And so we decided to give them a chance to live in the world's first home modeled in the style and "visual" language of Bugatti, which reproduces its character and DNA." Because each Villa Ettore 971 Bugatti, not only the single construction but everything about it, has been designed in a way to speak to the heart and mind the language of absolute beauty and total purity. A plus which celebrates the very best in all its forms •



The Bugatti Veyron "Les Légendes de Bugatti" edition honours the company founder Ettore Bugatti and remembers the Bugatti Type 41 Royale.



### THE NEW MEANING OF LUXURY

*Interview with Mr. Niall McLoughlin, Senior Vice President – Marketing and Communications at DAMAC Holdings.*

Niall McLoughlin is a 25-year resident of the United Arab Emirates. His UAE career started with one of the largest private companies in the country, the Al-Futtaim Group, then he joined DAMAC Properties in 2007. The Marketing & Corporate Communications division is responsible for the day-to-day internal and external communications and marketing activities relating to the Company.



#### What is Damac's idea of luxury?

It's very subjective, it changes from nation to nation. It's a cultural idea. For us it's a concept that includes many elements as design, location, beauty, and the best you can have...

#### What does Bugatti mean for Damac?

Bugatti is not simply a car, it's a piece

of art. It's pure beauty. We wanted to bring inside the house this masterpiece, to be a part of everyday life and, quite literally, surround the buyer with its charm.

#### Bugatti Villas are part of a wider project. Can you talk more about it?

Akoya Oxygen is a community that offers cleaner air, naturally cooler temperatures and a carefully designed master plan and road network system to reduce pollution, with dedicated spaces for bicycles and hybrids. Homes feature energy efficient materials, air conditioning, lighting and controls along with low-emission paints and solar water heating systems. Complete sustainability, which has also been adapted to our rainforest, the first of its kind in the Middle East. Housed within a spectacular sky dome, it is a living and breathing ecosystem with a dense, lush vegetation, where the rainfall nourishes the diverse range of tropical plants and trees every day •

Text and interview by Fabio Schiavo





*Above*, Each home overlooks the Trump World Golf Club Dubai by Tiger Woods Design. *Left*, the EB logo on the rear of the Veyron Les Légendes de Bugatti edition and a chair from the Bugatti Home Collection.

# Rocks in your shoes

Diamonds, rubies, gold and platinum on our feet. The world of jewelry becomes high fashion and turns shoes into accessories so luxurious they have to be stored in a strongbox.



**D**iamonds are a girl's best friend sang Marilyn Monroe in the 1953 film 'Gentlemen Prefer Blondes'. What can we say about shoes? Shoes are a passion, sometimes an obsession. Loved, sought after, nowadays they are every woman's favorite accessory, particularly when they are embellished with embroidery, stones and ornamental detailing, they leave behind their original function of protection and become unique, timeless objects.

In the fashion world, every designer, at least once during their career, has focused on

designing a shoe which could become an actual piece of jewelry to be worn on the feet. **Alexander McQueen's** attempt was both unforgettable and inimitable. His incredible *Armadillo* boots, with their rounded, armour-like appearance were inspired by the evolution of the species, particularly the armadillo. The 30-centimeter heel includes an internal platform and during the show a particularly spectacular version highlighted the models' slender ankles, the effect was dramatic, the models' legs appeared to end in a shower of sparkly, precious stones.

While McQueen's futuristic project undoubtedly





*Above, Mojitos by Julian Hakes, 2012, with twists and curves that look almost like jewelry.*

*Below, Ruby Slippers from the House of Harry Winston, created in 1989 to mark the fiftieth anniversary of "The Wizard of Oz".*

*To start, the iconic Armadillo boots from the Plato's Atlantis collection by Alexander McQueen, 2010.*

*Next, the SS16 collection by Dolce & Gabbana.*



reached a peak of visionary creativity, there are some shoes which are so precious they are literally worth a fortune. Such models can be found in the luxury **House of Borgeize** brand which is behind some of the most expensive shoes in the world, they are created by the designer/goldsmith Christopher Shellis. The *Platinum Cleopatra* shoes are worth a staggering 83 thousand Euros. The structure and heels are made of platinum, the toes and heels are decorated with the purest of

diamonds. It took Shellis over four years to create the sketch, find the materials and assemble this precious footwear. In the past, the British designer had already created his first gold and diamond heels, they were pure gold and embellished with over 2200 diamonds. This time he wanted to go even further, in fact he chose to use platinum, which is notoriously difficult to work with, it took him over 100 hours to complete each single shoe. They come with a guarantee for over 1000 years.



**Stuart Weitzman** has also created some fairytale shoes by using diamonds from the celebrated high jewelry house Kwiat. There are two famous models, the *Diamond Dream* stiletto featuring diamonds weighing over 30 carats and worth 500 thousand dollars and then the 40s-inspired *Pompe Retro Rose* model which is encrusted with over 1800 diamonds and is worth 1 million dollars.

The title of having created one of the most expensive pairs of shoes in the history of costume belongs to an important designer in the world of footwear, **Roger Vivier**, the inventor of the stiletto heel and who, during his career, made shoes for important people and celebrities all over the world, including members of the British royal family. The model he created in 1962, *Princess Soraya*, was embroidered with silver thread and decorated with tiny, precious topaz. The same Maison managed to buy back the shoes at an auction for a record-breaking 19,750 Euros.

*Left*, Vintage René Caovilla snakeskin sandals from the 1970s.

*Above*, Stuart Weitzman "Marilyn Monroe" shoes set with clusters of shimmering Swarovski crystals from a pair of earrings once owned and treasured by the American actress.



Above, Princess Constellation stilettoes from House of Borgeize. Left, an original Roger Vivier design from 1962, created for Princess Soraya. The shoes, which fetched a record-breaking price at auction, are embroidered with silver thread and adorned with topaz. Below, one of Manolo Blahnik's most popular designs: the cobalt blue Hangisi satin pumps so loved by Carrie Bradshaw.

Some of the shoes tell us about moments in history while others have made the history of film unique. Unforgettable examples include the supremely elegant pale blue court shoes worn by Carrie Bradshaw in *Sex and the City*. These are **Manolo Blahnik's** famous Hangisi shoes with a bejeweled buckle on the toe, an absolute must-have for fashionistas as well as mere mortals. And then there are the numerous imitations of Dorothy's famous ruby slippers in the *The Wizard of Oz*. One unique example is the pair fashioned by the jeweler Ronald Winston from the **Harry Winston**

maison who, to mark the film's fiftieth anniversary, made a pair set with 4600 rubies and diamonds weighing 50 carats.

Once again jewelry sandals and shoes are a must-have for the upcoming Spring/Summer season, as demonstrated by collections from the most popular brands. **Dolce&Gabbana** and **Miu Miu**, **Giuseppe Zanotti** and **René Caovilla**, new trends for the summer point toward an idea of luxury which in fact starts with the shoes we put on our feet • (A.R.)





# VOICES FROM AN EMPIRE

A JOURNEY THROUGH SOURCES OF INSPIRATION AND  
GENERATIONS OF SAVOIR-FAIRE IN SEARCH OF CARTIER'S ROOTS,  
WITH ANECDOTES FROM FRANCESCA CARTIER-BRICKELL,  
DESCENDANT OF THE CELEBRATED DYNASTY, TO GUIDE US.

*Text Katerina Perez*

Cartier was the pioneer of Art Deco. Here, a watercolor by George Barbier entitled "A Woman with a Panther" commissioned by Louise Cartier in 1914 to be used as an exhibition poster and for advertising cards.



Left, original drawing of flamingo brooch, designed by Jeanne Toussaint in 1940. Facing page, the final piece commissioned by the Duchess of Windsor. The brooch is set with diamonds, emeralds, rubies, sapphires and citrines supplied by the Duchess herself. © Cartier Archives.

It can't have been easy. By any means. Carrying the burden of such a weighty surname can turn a future destined for fame and privilege into a nightmare of ruthless comparisons. Not so for Francesca Cartier, the fourth-generation descendant of the celebrated dynasty who learned about jewelry from her grandfather Jean-Jacques, who would spend hours going through old jewelry exhibition catalogues with her. He would explain the origins of certain pieces and teach about the inimitable Cartier style as well as sources of inspiration, which Francesca now shares at regular lectures on the subject of Cartier. In the past year, she has delivered lectures in Switzerland, Hong Kong, Singapore, New Zealand and the UK to private clients, museums and auction houses. In this article she helps highlight a few early sources of

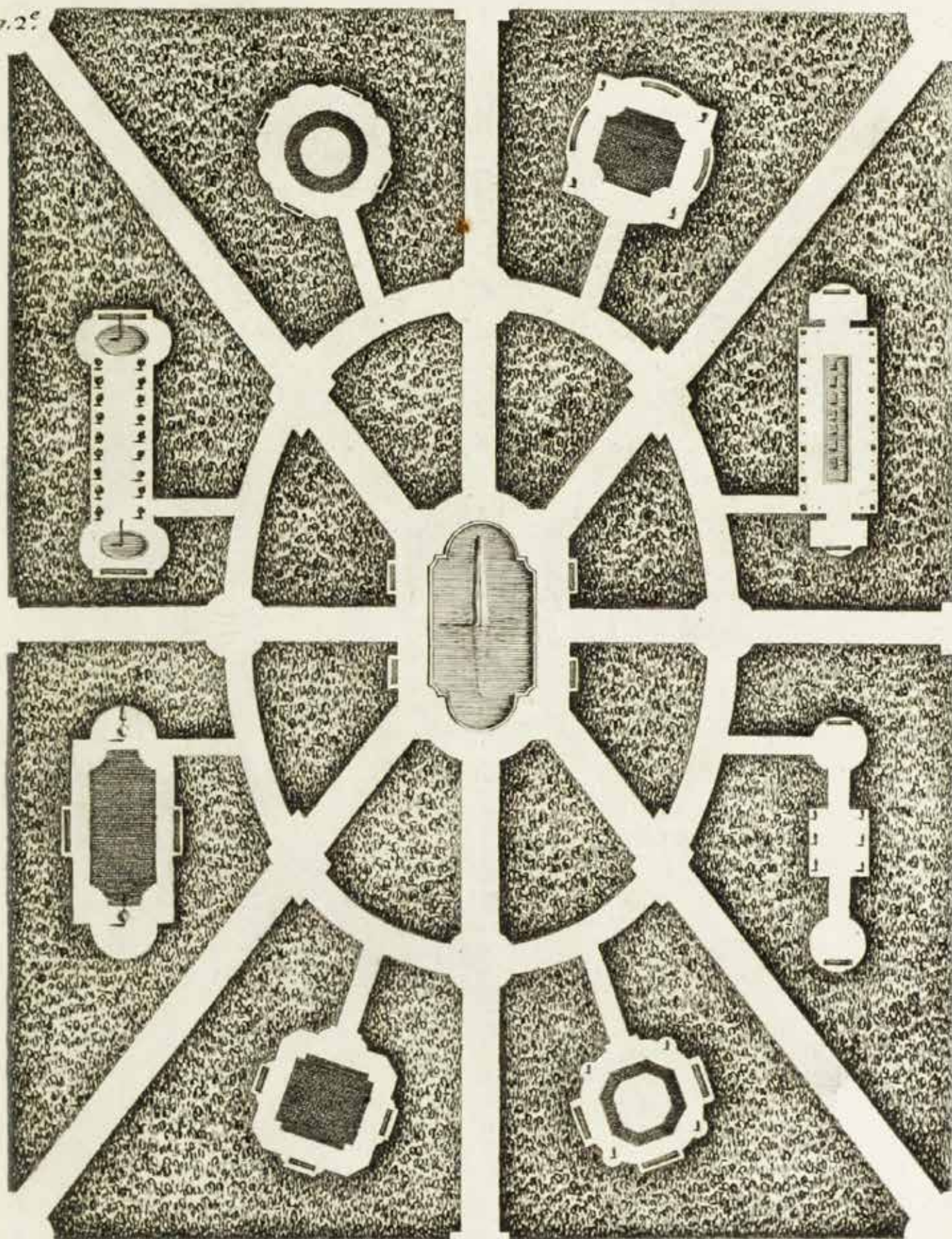
inspiration that prompted many a magnificent design created by the three founding brothers – Pierre, Louis and Jacques as well as Jean-Jacques Cartier.

Throughout the years the eponymous brand's jewelry was inspired by a myriad of things, however, the four factors – architecture, traveling, a vast collection of illustrated books and surrounding nature – contributed immensely to establishing iconic design elements that still define the Cartier style today. By living in the French capital, the Cartier brothers learned to really appreciate the beauty of its magnificent palaces, residential houses and grand squares. Pierre Cartier often said: "The buildings in Paris are in perfect symmetry and proportion. In order to fully understand



*Grand bois de haute futaie percé en étoile simple avec  
des cabinets*

*fig. 2<sup>e</sup>*



Cartier style, one has to visit Paris.”



Being a big admirer of architecture, he was able to see the intrinsic connection between emotion and architectural art. By taking a closer look at the beautiful Parisian edifices, their floral curves, steep staircases and lavish interiors, we can establish their impact on the Cartier style that is famed for perfectly calculated curves and shapes. Architectural elements also appealed to Pierre Cartier because of their volume and became very important to the brand. They found reflection in three-dimensional creations by the maison and still remain key to many of their designs. If you look at the early Cartier pieces now, the inspiration of Parisian buildings is very often present and can be instantly recognized.

unfamiliar surroundings of new countries that Pierre, Louis and Jacques visited had their impact on jewelry design and resulted in introducing new materials, gemstones and decorative elements. If it had not been for their journeys, we might have never seen Cartier jewelry with



France was one of many countries that brought inspiration to the Cartier brothers, who regularly went travelling to remote parts of the world. People and

dragon motif and precious jade, which are characteristic of China, the amazing carved gemstones and brightly-colored combinations often seen in Indian jewelry, guilloché enamel discovered in Russia or the Egyptian motifs that are often seen on Cartier clocks.

Facing page, a page from “Théorie et pratique du jardinage” by Antoine Joseph Dezallier d’Argenville, from which inspiration for the Art Deco diamond brooch above was taken. About 1920.

On top, a portrait of Francesca Cartier-Brickell, fourth-generation descendant of the celebrated dynasty.

The Patiala Necklace, created by Cartier in 1928 for the then ruling Maharaja of the state of Patiala.



Landmark decorative style pattern books appeared in the late nineteenth century. Here is a page on Egyptian decoration from 'The Grammar of Ornament' by Owen Jones. This inspired Egyptian revival pieces such as the 1920s' Scarab Belt buckle and Faience brooch pictured above. © Sotheby's © Cartier Archives



According to Francesca, the largest collection of illustrated books on various subjects such as architecture, pottery, carvings and fabrics, became sources of inspiration for the Cartier brothers. Louis Cartier was closely involved with design and as soon as he joined the business, he became responsible for the company's stylistic choices. He would capture creative ideas as ink sketches or, occasionally, full color drawings and keep them in notebooks that often had many glued-in pages. In those books one can trace how some fabric patterns seen in print were adapted for adorning decorative boxes, while

gardening books gave ideas for flower jewelry.

Flowers have long been a popular type of design for jewelry and were widely used by Cartier in their brooches and bracelets. Jean-Jacques Cartier was fond of designing floral pieces, especially while he was in his garden. "My grandfather was always sketching and like a magician, he would get pen and paper out of thin air and start drawing. When we would come to see him during our holidays, there would be lots of drawings with captions filling every inch of the page," says Francesca nostalgically •





# DOWN BY THE SEA

THE SECRET OF THE SEA IS ENCLOSED WITHIN THE ECHO OF A SHELL. AS PRECIOUS AS THE SHAPES OF THE STONES CUT BY THE MASTERLY HANDS OF MAN.

*Photography*  
**STEPHEN LEWIS**

*Facing page:* **BRUMANI** 'Baobab' earrings and ring, set with brown diamonds, rubies, Brazilian pink tourmaline and aquamarine.



**PAOLO PIOVAN**

One-of-a-kind 'Octopus' ring made of 18kt gold, brilliant-cut blue and white diamonds.

*Facing page*

**PALMIERO**

'Underwaterworld' pendant-brooch made of white gold, colored and black diamonds.







**JJEWELS**

'Luna' earrings made of 18kt gold, natural Keshi pearls and diamonds.

*Facing page*

**CASATO**

'Noor' pendant and earrings, made of 18kt gold, brilliant-cut emeralds and diamond





# Secret GARDEN

A NEW UNPREDICTABLE TREND ABOUT GREEN DESIGN:  
"SAUVAGE" AND IRREGULAR, COLORED AND EXPLOSIVE,  
MYSTERIOUS AND INTRIGUING. IN JEWELRY, THE TREND  
IS HOT BUT YOU CAN SEE IT ALSO IN FASHION,  
IN ARCHITECTURE, IN DESIGN AND IN FOOD.

*Text Ilaria Danieli*



T

oday, ethical reasons are no longer just a mere accessory and sectors which were previously impervious to the development of taste such as jewelry, are showing an increased appreciation of good intentions.

Sustainable, traceable and natural raw materials establish themselves as guiding criteria within the assessment of an object or service, even if they also include irregular shapes or often increased costs and the impact of a cheaper-looking image according to standard canons. Prime examples include organic sustainable food and natural cosmetics, solar energy plants, organic architecture and clothing made from eco-friendly fibers: vertical gardens flourish on buildings and vegetable patches spring up in people's back gardens.

Within the jewelry industry there is a proliferation of charities for children in need and organizations supporting the fight against disease, but

also increased efforts toward the protection of the environment. International ethical laws governing the jewelry trade impose the adherence to certain parameters which do not compromise the transparency of production processes, and therefore prohibit raw materials such as ivory and conflict diamonds, but the real change can be seen in aesthetic canons: previously, stones had to be cut perfectly symmetrically, now asymmetry is also acceptable, in the past absolute clarity was a must, now opalescence is a byword for sobriety and imperfections are a mark of the unique nature of a stone.

This perspective explains the success of the organic, encrusted jewelry created by the British designer **Ornella Iannuzzi**. She has seduced many with her pyrite crystals from the French Alps, left in their rough natural state and assembled within gold nuggets, or **Luna Scamuzzi's** molten gold pieces, which harden into a ring shape around precious stones. The same thing takes place within many contemporary designs: handles modeled on the cast of a hand, biomorphic chairs, ergonomic kitchens and diffusion lamps such as *Cosmic Leaf*

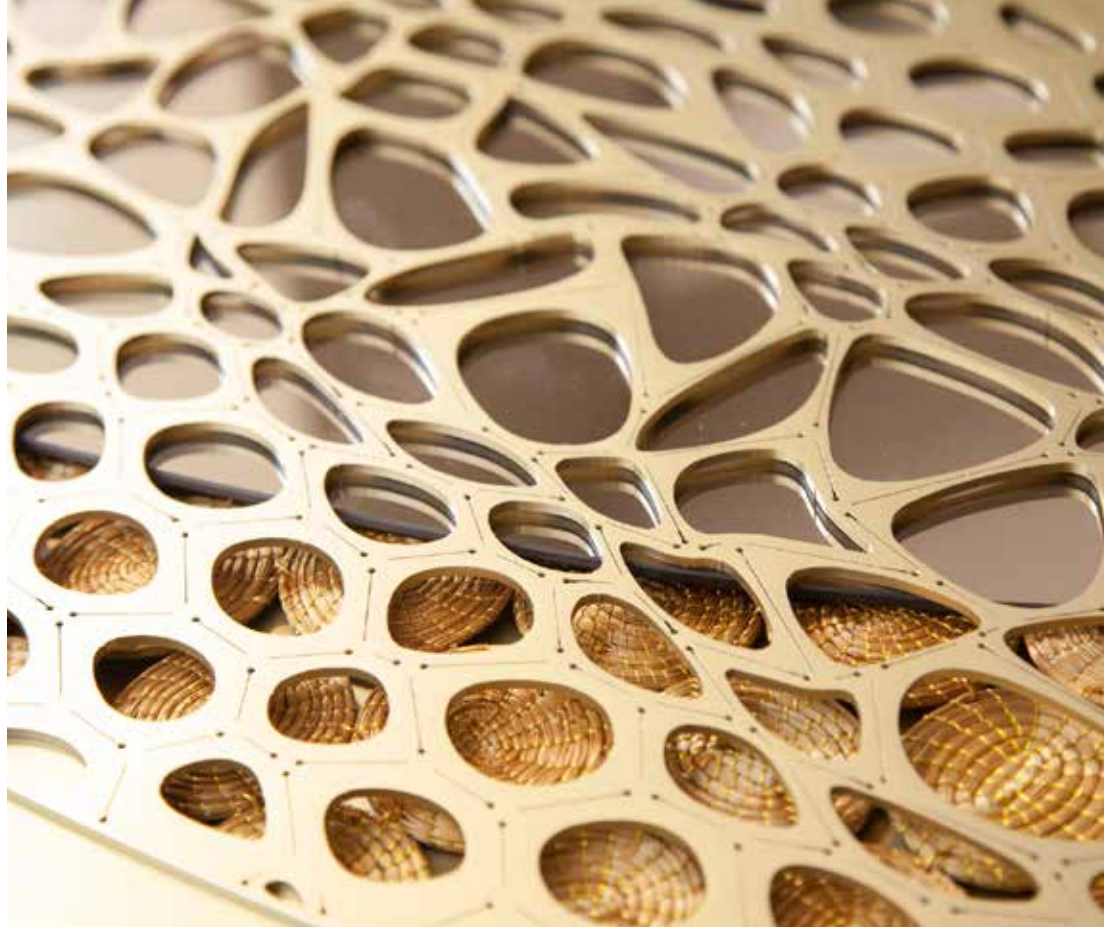


*This page*  
**Lydia Courteille's**  
'Sweet&Sour' earrings on  
a 'Three Decades Green'  
tray from **Svensk Tenn**  
decorated with Victorian  
wallpaper patterns.

*Opposite page*  
'Giardini Segreti Haute  
Couture' rings by **Pasquale  
Bruni** and a view from  
the 'No Longer/Not Yet'  
exhibition curated by  
**Gucci's** Alessandro Michele  
at Shanghai's Minsheng Art  
Museum.

*Opening spread*  
A vertical garden in the old  
town of Soria, Spain, and a  
necklace from the **Bulgari**  
'Giardini Italiani' High  
Jewelry collection





*This page*  
Though it may appear made from gold, **Guto Requena's** 'Golden Harvest' room divider is actually made from *capim dourado* (golden grass), Brazil's native plant. Below, material samples from **Formafantasma's** 'Botanica' collection.

*Opposite page*  
The 'Merveille Oceanique' ring by **Ornella Iannuzzi**



by Ross Lovegrove for Artemide are analogous with glass and oxidized metal body ornaments by **Giorgio Vigna** or multi-finger rings by **Maria Vittoria Paolillo**. Many designer jewelry pieces seem to possess primal power and acquire value thanks to these effects.

Just as within organic architecture, space must not be modified around the aim and the architect must not impose his or her will on the environment but should be influenced by it, as in **Barbara Uderzo's** zero-impact necklace where the beads are made of chocolate and her rings house grassy meadows. **Lydia Courteille's** rather darker vision presents life-size gold beetles climbing up earrings and flowers are created by the colors of pavé-set precious stones. Naturally, this trend can lead to extreme behavior: the term 'orthorexia' refers to people who display a pathological obsession with healthy, strictly low-calorie, organic and eco-friendly friendly. The more fanatical among them (though not vegan) have decided on insects as the new frontier of sustainable food, and have created modest media successes such as **Giulia Tacchini's** cricket-flour biscuits.

At the same time, new terms have been coined, such as 'passive home', for an energy-saving house



*This page*  
 'L'Exceptionnelle Emeraude' ring by **Ornella Iannuzzi** and a floral cut-out **Alexander McQueen** top from the SS16 collection.

*Opposite page*  
 The exuberant façade featuring a vertical garden by the French botanist **Patrick Blanc** of the CaixaForum in Madrid.



or one which produces energy as it is perfectly insulated from external elements, 'bioclimatic home', which does not consume energy or produces energy by harnessing external elements such as wind and sunlight, and 'sick' buildings which are not integrated with their surroundings.

The prophets of wild gardening, in which plants grow freely within their eco-system of insects, shudder at the sight of a weed-free flower bed and orthodox natural-designers take a sledgehammer to rulers and set squares. It is up to the masters to restore balance to the debate, for example Renzo Piano, who has always elegantly produced architecture in harmony with its surrounding environment, will be celebrated this year by the specialist Archdaily.com website with the *Building of the Year 2016*

award for the Intesa San Paolo building in Turin, and an exhibition on the 'Piano Method' which just closed in Paris at the Cité de l'Architecture et du Patrimoine. Using a similar sense of restraint and just the right amount of surprise, both **Dior Joaillerie** and **Pasquale Bruni** interpreted the natural trend by focusing on the richness of flowers: the resulting bouquets explore volumes and nuances but remain anchored to the ritual, delicate representation of the theme. It is easy to imagine, in fact, that the rose-shaped rings designed for Dior by Victoire de Castellane, despite their avant-garde volumes and construction techniques, might also have appealed to Marie-Antoinette: the rules of beauty change and are affected by various influences, to be sure, but only relatively so if the object is in a certain price bracket •



# THROUGH THE LOOKING GLASS

DESIGNERS SPIN AERIAL AND HYPNOTIC STRUCTURES WITH PRECIOUS METALS. THE ABILITY IS TAKEN AS A MODEL FOR EMPHASIZED ARCHITECTURES, INTRICATE AND AND SYMMETRICAL PATTERNS. VISIONARY SHAPES AND TALENT, SOMETIMES A TOUCH RETRO, THE RESULT IS THE COMBINATION OF THE NEED FOR PRECIOUSNESS AND FUN FOR FUN'S SAKE. THE VERY ESSENCE OF JEWELRY TODAY.

*Photography* **Serena Eller Vainicher** *Set Design* **Cristina Romanello**

*Facing page:* **Roberto Coin**  
'Pois Moi' ring in 18kt rose gold



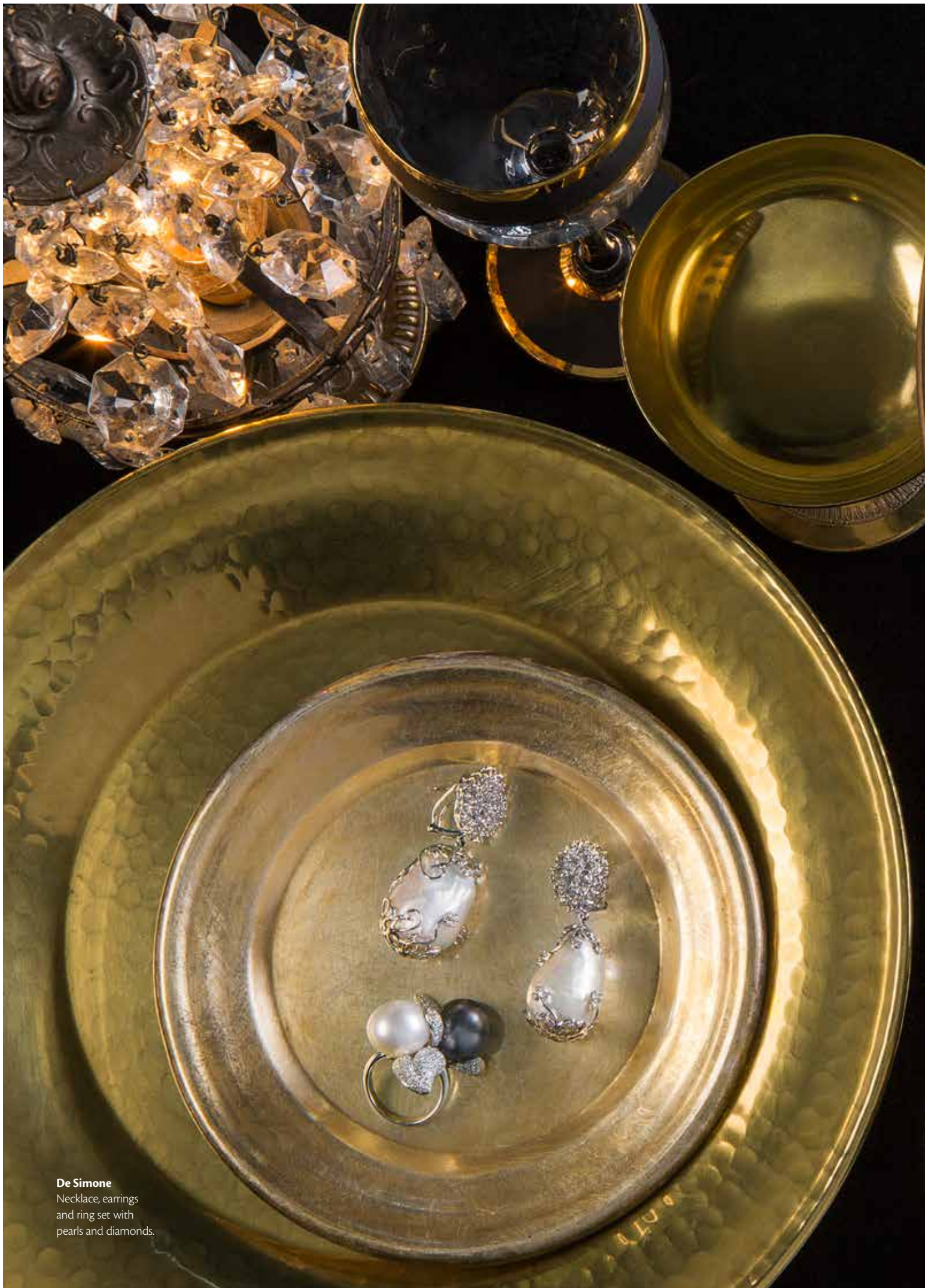


**Caoro**

Necklace with diamond beads in electroformed 18-carat pink and white gold with polished finish.  
Rings with semi-precious stones, set on diamond wire and 18-carat beads.

**PVZ Neonero**  
Bangles in 18-carat  
yellow gold from the  
'Pizzo d'Oro' collection.





**De Simone**

Necklace, earrings  
and ring set with  
pearls and diamonds.



**Cenzi Vittorio**

Necklace and bangle  
made of white, yellow  
and rose gold with a  
diamond-cut finish





**Loto Preziosi**

'Trilogy' bracelets and ring made of electroformed 18-carat gold with two-tone brushed inserts.



**Graziella Luxury**

'Sinfonia' necklace made of white gold, green enamel, pavé diamonds and silk.



**Ferrari Firenze**

Over four carats of white diamonds embellish the forty hand-made petals of the 'Spettinato' rings, here featured in white gold and in the rose gold 'sporty' version set with champagne and cognac diamonds'. On the right, the 'Felce' pendant, adorned with about three and a half carats of brown and white diamonds.

*All we need is beauty*



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# 107

## The Club



Uno de 50 Limited edition 'Skalator' necklace, an imposing triple chain of links with two irregular stars combined with Swarovski crystal in an iridescent area shade



**Cesare & Rinaldi Gemmai**  
A drop of entirely natural type A jade, completely untreated.

# BOHO CHIC

Jewels rediscover the evocative trends of the 70s hippy charm. A mix of folk, country and rock elements illuminates an idea of beauty marked by nostalgia but also open to contemporary fusions. Romantic, classy atmospheres create a bold yet casual femininity – elegant, without being demanding. The result is a distinctive style where the sweet, melancholic melody of a Bob Dylan’s ballad meets the edgy riffs of an Iggy Pop song. The picture is complete with a delicious Mediterranean touch that conjures the scent of the sea and the poetry of sunsets seen from the shore •



**Amè** Necklaces made of horn, turquoise, coral and amber, hand-painted tambourine, earrings and bracelets with turquoise, amber, coral and gold plated 925 silver.



**Cameo Italiano**  
'Alice' earrings adorned with stone inserts in 925 silver finished in 18K gold with hand-engraved shell cameos.



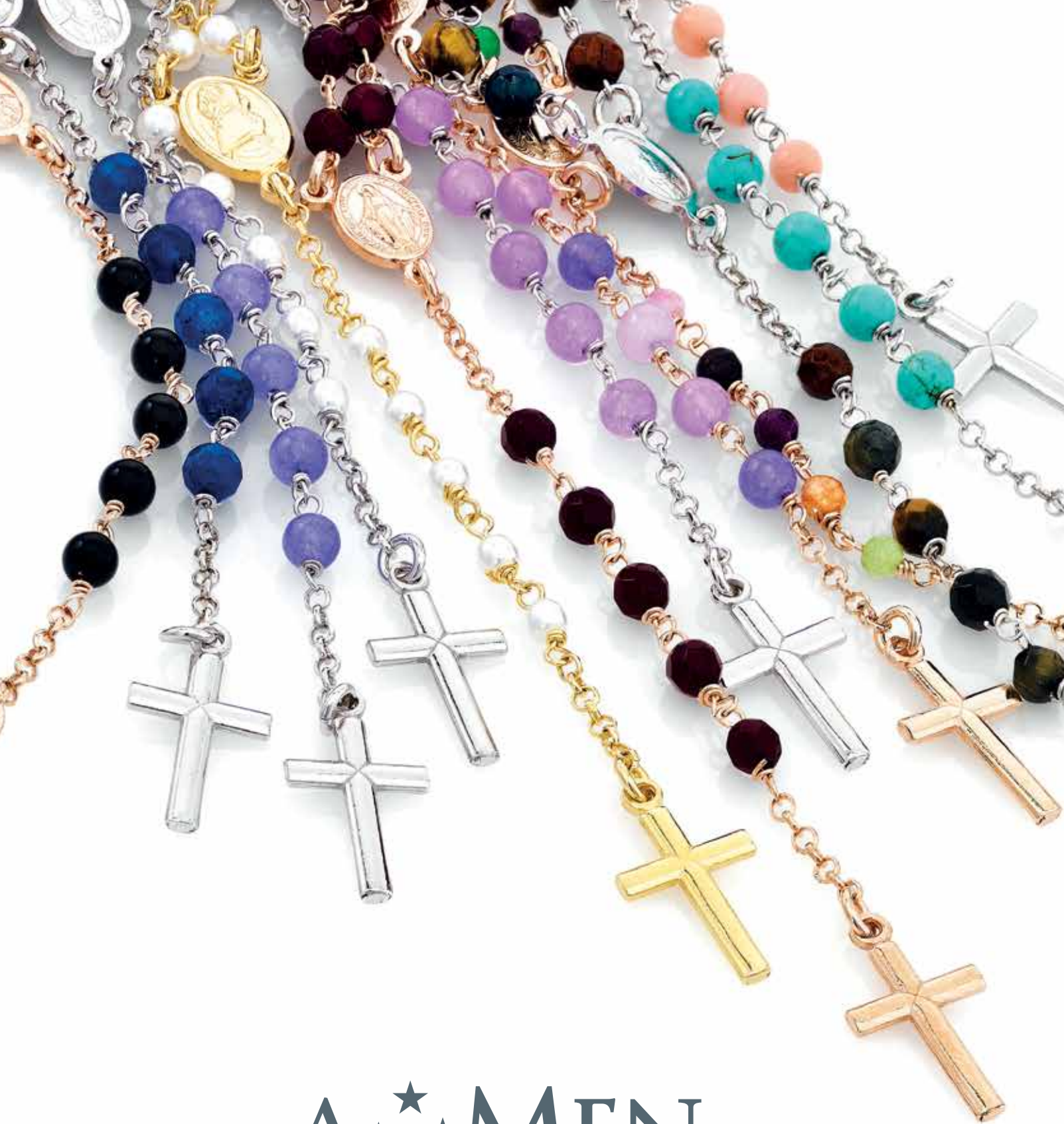
**Fancs V**  
Gold earrings with diamonds, precious stones and Australian pearls.



**Lebole Gioielli**  
'Mito' asymmetrical earrings made with antique Japanese kimono silk mounted in 925 Silver.



**Verdi**  
White gold necklace with diamonds, pearls, rubies, emeralds and one oval carved ruby.



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The Club  
Moodboard



# BLACK OR WHITE

Jewels embrace the playful pleasure of contrasts, and in particular, of the contrast par excellence. Black and white. The magical juxtaposition of light and dark, empty and full, yin and yang, contributes to create a unique, unmistakable style, always balanced between minimalistic visions and baroque temptations. Jewelry thus finds the perfect interpretation to narrate an idea of luxury that's intuitive and deep at the same time. As enigmatic as immediate. And rich in charm and seduction without

Left, **Brosway** Anchor necklace in 316L stainless steel and gun pvd.  
Right, **Mattioli** 'Antea' necklace in rose gold, onyx and white agate flower.



being bound to trends and fashion: an innovative classic that is able to seduce all generations •

Right, **Roberto Bravo** Handmade ring from the 'Pied de Poule' collection.  
On the photograph, installation by Nendo x COS



**Damiani**  
Heart-shaped necklaces 'D.Icon' in ceramic, gold and diamond.



**Amen**  
Ring in sterling silver with black cubic zirconia from the 'I Rosari' collection.



**Bapalal Keshavlal**  
White gold bangle set with round brilliant cut diamonds and black diamonds with fancy pear and marquise shapes.



**Le Carose**  
'Le Carose & Dog' necklace in bronze. Charms available in 12 breeds of dog.



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# A POP PASSION

Through powerful imagery and amazing designs, today's jewelry uses the force of imagination to transport us into a magical dimension: a pop world enhanced with an incredible sense of mystery, a perfectly effective visual metaphor of the modern era.

The strong focus on detail and insistence on the highest quality is what defines these precious objects in a way that recalls the life and works of Jean-Paul Goude, the unmistakable "auteur d'images" who has left his mark on our iconographic memory of the last few decades. These jewels are filled with a very particular imprint that elevates them above "mere" work of art •



The Kodakette Family, by Jean-Paul Goude, Rome, 1984. Courtesy of PAC, Milano and Tod's

*So far so goude.  
An exhibition by  
Jean Paul Goude.  
PAC, Milan,  
until June 19th.  
pacmilano.it*



**De Simone**  
'Love' earrings  
in Japanese  
red coral and  
diamonds.



**Crivelli**  
'Julia' earrings in white gold  
with drop-cut emeralds and  
white brilliants pave.



**Rosato**  
925 silver necklace with  
perforated pendant in the  
shape of a bag and enamels.



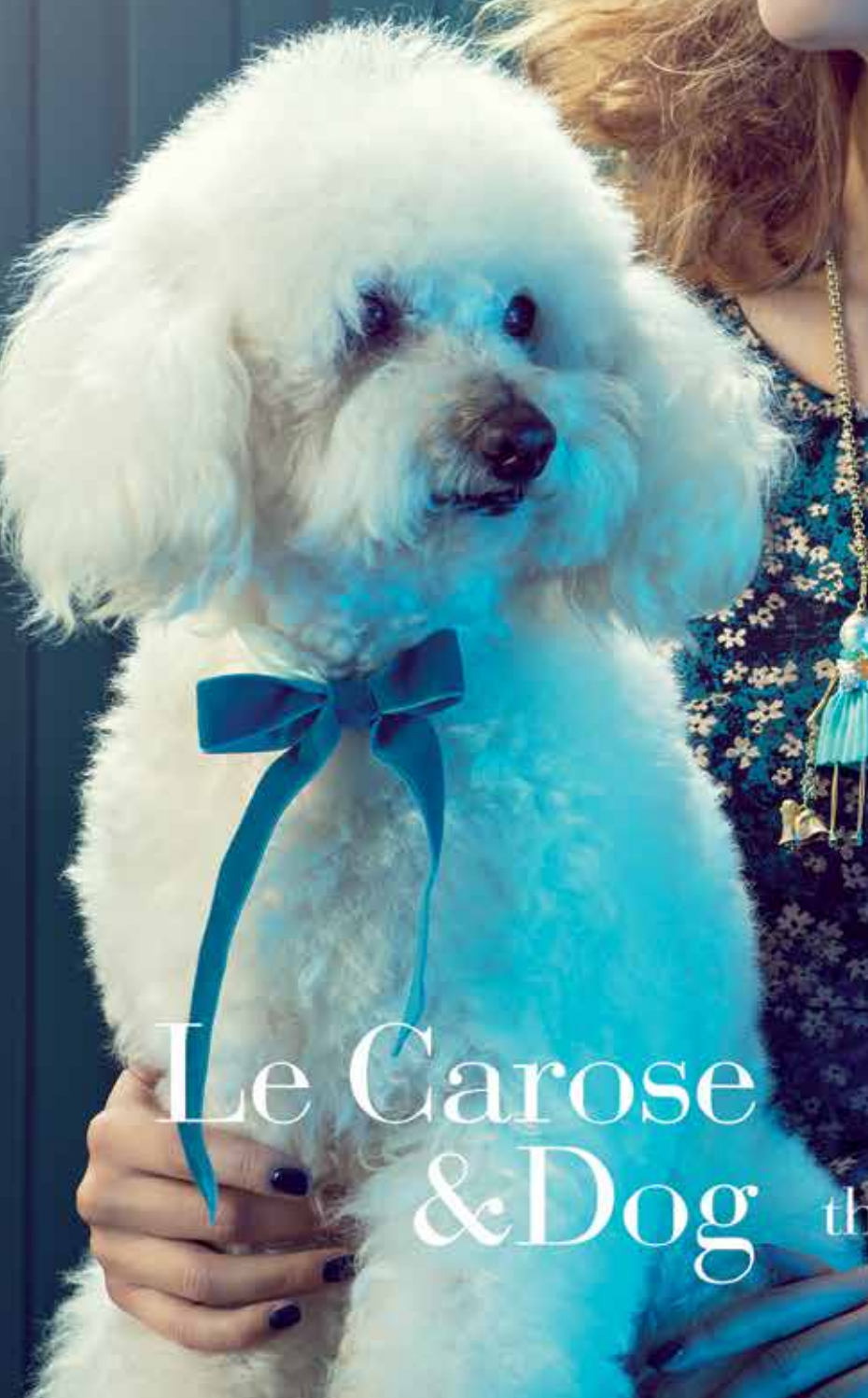
**Moraglione**  
'Sofia' necklace in pink and  
white gold with Acorn charms  
and semiprecious stones.



**Evanueva**  
Greta earrings set in 18k  
rose gold and rubies.

# LE CAROSE

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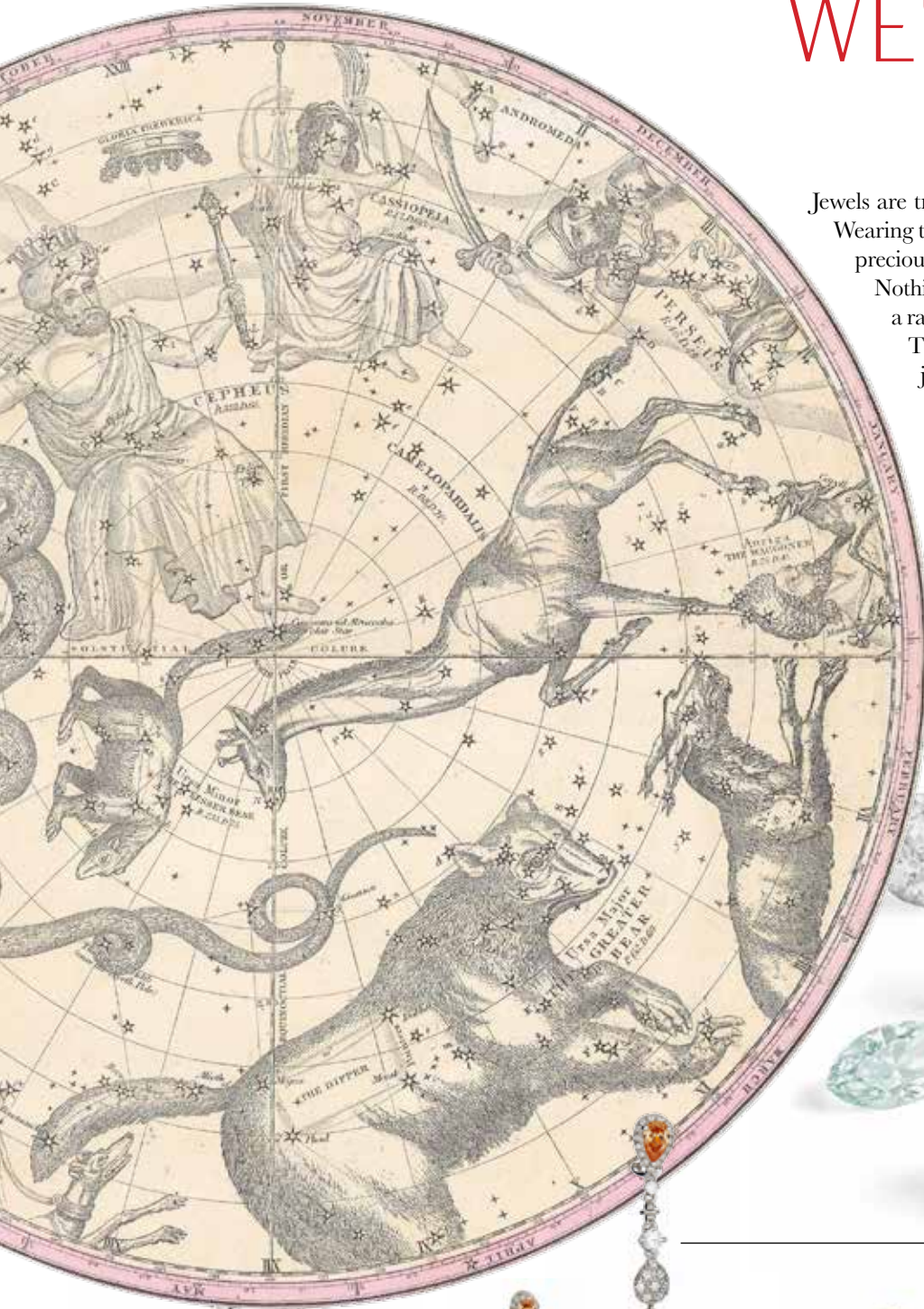
Le Carose  
& Dog the new collection

# WE'RE MADE OF STARS

Jewels are treasures "fallen" from the sky. Wearing them is equivalent to wearing a precious fragment of infinity. Stardust. Nothing is able to "capture" light like a rare, pure diamond or gemstone. That special beauty is able to project our souls and minds up in the distant constellations: an amazing journey that reveals the very essence of our nature to us. Rings, necklaces and bracelets are "incredible" artifacts that narrate a story of cosmic and transcendental beauty •

**Swarovski Genuine Gemstones & Created Stones**

The stunning new cuts and shapes for Swarovski Zirconia 2016/2017 unveiled at Baselworld



**Istanboulli Gioielli**  
Necklace in 18kt white gold with diamonds and Colombian emerald



**Cristina Sabatini**  
'Twinkle Star' Hoop Earrings set in sterling silver with colored cubic zirconium and gem-grade resin.



**Ferrari Firenze**  
Rose gold ring featuring white and cream diamonds mounted on two concentric interlocking flowers which rotate when the wearer moves their hand.



**Salvini**  
'Constellation MasterPiece' bangle in white gold set with diamonds

Modelli depositati

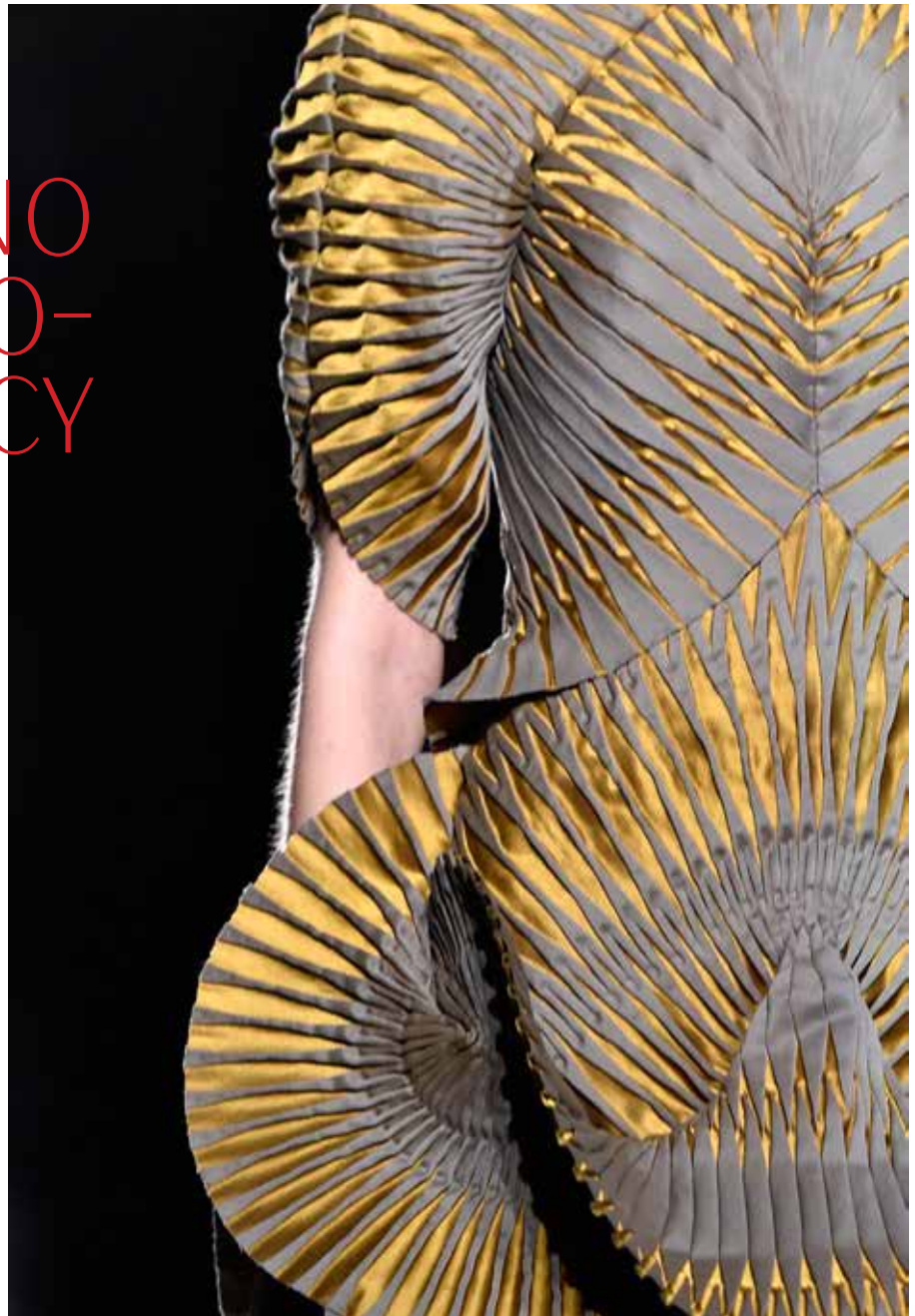


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**VICENZAORO** - Pad. 2, booth 270

# TECHNO ARISTO- CRACY

Luxury flows vigorously in the “electric” beauty of a new generation of jewels: pieces made to attract the eyes but also to seduce the touch, thanks to the perfect mix of precious materials, bold textures, important volumes and sinuous shapes. These jewels are characterized by honed, minimalist lines from futuristic utensils and sharp, aerodynamic shapes, ideal for cleaving the skies. The precious materials are often fashioned and combined to achieve a lightness and wearability which seem to draw their inspiration from modern, industrial aerospace •



© Getty Images



#### Karizia

Sterling silver tassel necklaces with beads along the chain to adjust the necklace to the desired length.



#### Novacentonovantanove

Soft tubogas 'intrecci' bracelet in rose gold with decorations in white gold and diamonds.



#### Stefani Argento

Bicolored rhodium rosé mesh necklace and bracelet with magnetic clasp.



#### Phillip Gavriel

'Popcorn' bangles in sterling silver and precious stones.

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# JCK Las Vegas and TRENDVISION Jewellery + Forecasting

VICENZAORO, one of the most prestigious jewellery show in the world organized by Fiera di Vicenza, once again confirms its leadership in promoting Made in Italy at the most relevant international jewellery events.

After the second edition of **VICENZAORO Dubai**, organized in Dubai last April by DV Global Link – a joint venture between Fiera di Vicenza and the Dubai World Trade Center – the brand is taking part in the **JCK Show** held in Las Vegas, the main gold and jewellery trade show in the United States and the rest of the Americas.

## VICENZAORO Italian Passion. Made with Love.

Italian brands represent the high-end sector in Italian jeweller. Exhibitors will bring to Las Vegas their latest collections confirming their role as trendsetters in this business worldwide. Buyers will then be able to discover unique products, whereas selected companies will be showcasing their manufacturing knowledge to an international audience. For this occasion, the Italian Pavilion will enjoy a strategic position at the JCK Show. *VICENZAORO Italian Passion. Made with Love* will be located at the entrance of the new pavilion, in the same area as the Luxury, Prestige and Plumb Club. It will represent the different centers of the Italian gold and jewellery manufacturing trade, with an innovative and branded signage and a strong visual impact, in line with an all-Italian style and elegance. VICENZAORO will also be present at Luxury Booth LUX600. The JCK aims to be a strategic market for the Italian jewellery industry and luxury goods in general, including in the United States. The US is one of the main destinations for Italian jewellery exports, worth 570 million euros in the USA which grew by 13.5% in 2015 compared to 2014 (Sources: Istat). In order to promote and support the Italian

companies in meeting international professional buyers, VICENZAORO will present the Italian Pavilion at JCK under the new exhibition format VICENZAORO Italian Passion. Made with Love, designed to promote and add value to the Italian “Beauty and Well Done” in the jewellery sector:

## TRENDVISION Jewellery+Forecasting

VICENZAORO Italian Passion. Made

with Love will also host TRENDVISION Jewellery+Forecasting, the first independent Observatory for world forecasting, powered by Fiera di Vicenza.

This year, the bond between JCK Las Vegas and TRENDVISION Jewellery + Forecasting will once again be in full view: the TRENDVISION area will be part of the Italian Pavilion VICENZAORO Italian Passion. Made with Love at the Booth S10112.





**Trend-spotting is a challenge!**

Stay ahead of design trends and consumer buying habits with trend updates provided by TRENDVISION Jewellery + Forecasting, the independent Observatory of global trends forecasting in jewellery, diamonds and watch design of VICENZAORO, the leading jewellery industry event in Italy. Each year, through TRENDVISION Jewellery + Forecasting, trends in international jewellery, diamonds and watchmaking are independently discovered

“  
VICENZAORO WILL  
PRESENT THE  
ITALIAN PAVILION  
AT JCK UNDER THE  
NEW EXHIBITION  
FORMAT  
VICENZAORO  
ITALIAN PASSION.  
MADE WITH LOVE,  
DESIGNED TO  
PROMOTE AND  
ADD VALUE TO THE  
ITALIAN “BEAUTY  
AND WELL DONE”  
IN THE JEWELRY  
SECTOR  
”

and analyzed, using research materials that include trend books, consumer profiles, and product directions, also featured in the reference publication, the TRENDBOOK 2017+. The trends are identified by an international team, combining the world of jewellery with those of fashion and design.

**The TRENDVISION Area at JCK**

The TRENDVISION Area at JCK will showcase 4 windows highlighting 2017 mega trends: Sophisticore, I-History, Geo-Luxury e Digital Hypnosis. The format will offer clear indicators on the design moods for the upcoming seasons, providing a precious guide for designers as they plan their future collections and source materials. Buyers will find the perfect mix of merchandise for their stores. At the TRENDVISION Area at JCK you will discover the new frontiers in the jewellery world. For more information please visit: [www.trendvisionforecasting.com](http://www.trendvisionforecasting.com) • (A.P.)

## The city of Palladio opens its doors to VICENZAORO September

From 3 to 7 September 2016 the leading, high-range, International Gold and Jewellery Show will be back at Fiera di Vicenza.

After VICENZAORO January, which, from 22 to 27 January 2016, opened the trade fair year drawing as many as 35,000 visitors and a 5% growth in overall traffic, VICENZAORO September 2016 will be Fiera di Vicenza's second event of the year specifically devoted to the presentation of new collections and new trends. With the participation of top players from the jewellery industry and the development of business relations between companies and traders, the fair will feature its innovative VICENZAORO The Boutique Show™ format, which subdivides exhibiting companies into five homogenous clusters, easily recognized by their values, positioning, production type and overall image: Icon, Creation, Look, Essence, Expression. Moreover, VICENZAORO September 2016 will be hosting the prize-giving ceremony for the



young, under-30 designers among the finalists of the “Next Generation Jewellery Talent Contest”, the prestigious project organized in collaboration with Milan Polytechnic's Faculty of Design. ‘Jewellery and the Journey’ is the theme of the 2016 edition of the contest. The winners, who will receive their awards during a special ceremony, have been judged by an international panel of jewellery experts according to standards of originality, level of innovation, wearability, correspondence to the theme and the design's industrial production feasibility. The Show will also include the latest trends from TRENDVISION Jewellery + Forecasting, directed by Paola De Luca, Creative Director & Forecaster, in

a special area in which buyers, retailers, the media, companies and opinion leaders will be able to decode trends and see the latest consumer tastes and profiles as well as production dynamics, all 18 months in advance of the market. VICENZAORO September will also be the setting for the presentation of the new Trendbook 2018+, which will unveil the jewellery and cross-sectoral luxury trends for the 2018-19 seasons. Subdivided into areas of interest and now in its 15th edition, the publication affirms itself as the most prestigious guide and international reference in the sector for designers, companies and gold and jewellery experts • (A.P.) [www.vicenzaoro.com](http://www.vicenzaoro.com)

# Export Pass

Come affrontare  
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Tradizione e futuro

## Jewellery exports distributed from Dubai

VICENZAORO Dubai confirms its role as a strategic hub for global jewellery, enabling key industry players to enter new top-of-the-range markets.

VICENZAORO Dubai confirms its role as a strategic hub for global jewellery, enabling key players of the industry to enter new top-of-the-range markets. After debuting in 2015, the second edition of VICENZAORO Dubai, organized by Dv Global Link - a joint venture between Fiera di Vicenza and Dubai World Trade Centre - was held from April 14 to 17 in Dubai, one of the world capitals of luxury, with a deep tradition in the trade of gold and jewels, and the gateway to the strategic areas for the sector: the Middle East, Africa, India, Russia, Central and South Asia

The Show hosted over 400 brands from 20 countries, including 150 brands, drawing as many as 10,142 visits from 107 countries. The event - which has gained the support of important strategic partners, such as Dubai Multi Commodities Center, Dubai Gold & Jewelry Group, L'Azure and the Gem Jewelry Export Promotion Council of



India - was supported by 21 dealers from the Dubai Jewelry Community. "Our goal is to make Dubai a global platform especially for those markets that are not yet able to reach Europe and are very promising for Italian jewellery - explains Corrado Facco, managing director of Fiera di Vicenza and vice President of DV Global Link - such as Botswana, Nigeria, Ghana, Pakistan and Malaysia.

The above figures demonstrate the global strength of the event as well as the increased opportunity for Dubai to act as a dynamic hub for the business communities in the jewellery and international luxury goods trade; "We are very pleased with the results of this second edition, above all because at a time when there are such fluctuations on the global market, the show has allowed us



to connect some of the industry's most prestigious players to buyers from areas with high potential, whose businesses do not have the chance to meet up with at other world jewellery trade shows. This ability to set up business relations and to provide and share top-quality content, has confirmed VICENZAORO DUBAI's position as a new platform of excellence, able to open new business paths for Made

“  
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ITALY”.

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in Italy”. This is also why, in recent months, we have organized a road show in 35 cities in 21 different countries, including Iran, Pakistan, Bangladesh, Sri Lanka, Malaysia, Indonesia and a number of emerging economies of central Africa, which has generated over two thousand new and selected contacts for Fiera di Vicenza. Even though a decline in Russian and Chinese tourists has been recorded, projections for luxury in Dubai remain optimistic: in 2015 the city welcomed 14.2 million tourists, up 7.5% from the previous year, remaining the fourth most visited city in the world. In addition, a few weeks ago the seven-star terminal was inaugurated in the Aviation District, where the site of Expo 2020 is taking shape.

Dubai thus confirms itself as a hub to safeguard: the area lacked a purely b2b trade fair for the sector such as VICENZAORO Dubai, a favorite among businesses and buyers. Its Italianness, expressed also by the interior design of the halls, proves to be an ever-increasing success • (A.P.)  
dubai.vicenzaoro.com

# A GLOBAL, PERSISTENT SUCCESS

Bapalal Keshavlal is widely regarded as a leading international jewellery brand from India.



Since its foundation in 1939, the Indian design powerhouse led by Romy Mehta has been praised for its manufacturing prowess, but more importantly, for staying true to its pioneering quality standard. This year, Bapalal Keshavlal completes 76 years of its existence. In the two decades since venturing into exports and being recognized by the Indian government for its consistent high sales, the company has established deep relationships with some of the world's top high-end jewellery retailers. The brand is known and appreciated not only for its distinctive and eclectic designs but also

for its highly perceived value, resulting in a strong global presence. Internationally recognized, Bapalal Keshavlal was the first Indian company to be invited to exhibit at some of the most exclusive high-end jewellery trade shows - the Couture Collection and Conference, Luxury by JCK, Prestige Promenade JCK Las Vegas, About-J Italy, Vicenza Show and Baselworld. Moreover, in the last years, Bapalal Keshavlal has been consistently winning JCK Jewelers Choice Awards in different categories and in 2012 it won Grand Prize amongst dozens of winners.



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# VICENZAORO September

Fall Winter Season INTERNATIONAL JEWELLERY SHOW

VICENZAORO.COM

# BANCA POPOLARE DI VICENZA



## **Banca Popolare di Vicenza consolidates its position at the forefront of the precious metals sectors thanks to a series of financial products and services designed for businesses.**

The bank also assists private clients and offers gold investment and financial plans. Products on offer include the **Prestito d'Uso** (Consumer Loan), the **Conto Metallo in Oro** (Gold Metal Account) and **Strumenti Copertura Oro** (Gold Cover).

Thanks to the **Prestito d'Uso** entrepreneurs can acquire raw gold at an advantageous rate and transform the original contract into a definitive purchase or return the equivalent quan-

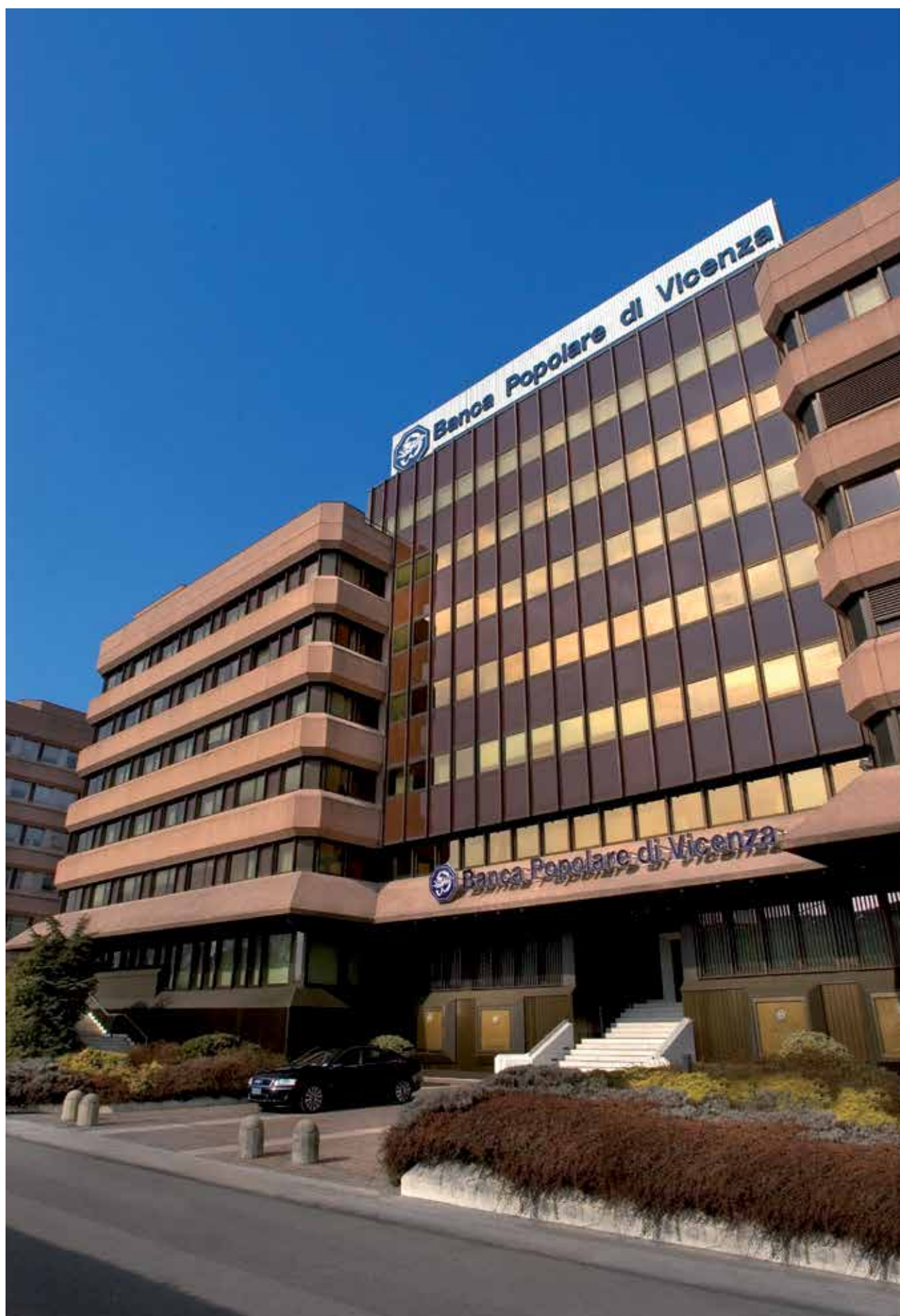
tity of metal. This allows them to defer the actual purchase of gold to when market conditions are more favorable, thus avoiding the immobilization of large portions of capital.

The **Conto Metallo in Oro** gives companies and private clients the opportunity to operate directly in financial gold by opening an account using ounces as units of measurement.

Companies can use this ac-

count to cover gold price as a repo contract with either fixed or extended maturity dates, while private clients may diversify their investments without having to tangibly enter into possession of the assets.

**Strumenti Copertura Oro** may be of interest to jewelry manufacturers as a way of protecting themselves against negative swings in the price of gold, as well as exploiting favorable market conditions.w





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