

THE JEWELRY JOURNAL

SUMMER 2022





We are back to the yearly descend upon Las Vegas with enough bling to light up the iconic “Welcome to Las Vegas” sign without a hint of neon. It’s also one of the yearly highlights where the US jewelry industry as a community comes together to connect, collaborate and indulge in the delights of Las Vegas.

The Jewelry Journal has a strong partnership with trade shows around the world. This year we’ve had the pleasure of visiting Tucson Gem Show, Vicenza Oro, Maison & Objets, Watches & Wonders, Inhorgenta, JIS, Time to Watch and Watches and Wonders. And from Las Vegas we keep on going...

In this issue we are looking at watch novelties, up and coming jewelry designers, collaborations and a woman that pivoted from fashion to jewelry making it look effortless.

“What happens in Vegas, usually does not stay in Vegas.” And we hope that’s especially true when it comes to jewelry; we hope it leaves and ends up in a retail jewelry case and ultimately in the hands of jewelry-loving customers everywhere.

Alberto
Alberto Petochi



Beth Bernstein

Beth Bernstein is a jewelry historian, jewelry expert and collector of period and modern jewelry, and a purveyor of all things sparkly. She has a romance going on with the legend, language and sentiment behind the pieces. Her love for the story and passion for gemstones and different periods of design has inspired Beth to pen three books, with a fourth one in the works, and to spend the past 22 years as an editor and writer on the subject of jewels-old and new for magazines, newspapers and increasingly online magazines. She is a die-hard jewelry fan, so much so that she has designed her own collection throughout the 90s and continues to create bespoke jewels and work with private clients to help them build antique collections.



Ignatius Joseph

Ignatius Joseph established the IGN Joseph line of luxury shirting and accessories based on Italian artisanal production. For some twenty years his hand-sewn collars and courageously classic fabrics have been distinguishing features in the selection of high-end attire among the best gentlemen's outfitters worldwide. The Swiss-educated, native Sri Lankan is a veteran of the international hospitality industry. Known from Düsseldorf to Delhi and Manhattan to Moscow for his unique style and hallmark "red shoes", His philosophy of "effortless elegance" is complemented by the simple motto that "there is no self from the shelf"



Rachael Taylor

Rachael Taylor is a British freelance jewellery journalist and regular contributor to a wealth of titles across the globe including The Financial Times, The Telegraph, The Independent, Condé Nast, Rapaport and Retail Jeweller, as well as a sought-after speaker and a judge at prestigious jewellery competitions including the UK Jewellery Awards and The Goldsmiths' Craft & Design Council Awards. She lives by the sea in Brighton, UK, with her husband and two sons.



Roberta Naas

Roberta Naas is an award-winning journalist who has authored six books on watches, and has built a reputation for creating cutting-edge, behind-the-scenes watch articles and celebrity interviews for a host of publications, including Forbes, Elite Traveler and others. Founder of the dedicated watch blog ATimelyPerspective.com, Naas was the first woman watch journalist in America, and has been covering the watch and jewelry industries for more than 35 years.



Jewelry Journal Trends

By Beth Bernstein



Bea Bongiasca B Vine Ring in Silver, 9K Yellow Gold with smoky quartz Sunflower and Orange Enamel



Emily P. Wheeler 18 karat yellow gold Patchwork bracelet with a mix of gemstones

Color My World

Designers color outside the lines this season, mixing vibrant brights with muted tones, a rainbow of hues and combine or contrast gemstones with enameling. The effect is one of joyful exuberance and optimism as we forge forward through challenging times. There are also stylistic influences: The vivid MOD colors swinging London in the 60s from Biba and Mary Quant to Carnaby Street, the rebellious artistic movement of Art Nouveau and the neon palette of the Graffiti painted in by street artists on buildings on both coasts in the U.S. all translate into the modern designers' brush strokes in fine jewelry.



Sorellina aquamarine Empress ring with diamond baguette and round diamond accents



Arman Sarkisyan 22K gold and oxidized silver pearl ring with diamonds.



Theo Fennell Enamel and 18K yellow gold rock crystal, diamond Pot Of Gold Rainbow ring.

Ring Me

The 'stack is the new black' hashtag on Instagram and stacks of rings in general will always be in style but they have given way to one or more strong statement rings that can be worn on any finger but seem to work best on the pointer middle or pinky. Jewelry in general has taken a bigger, bolder turn so it's not surprising that rings follow this direction. The most popular are gypsy or flush set rings with fancy cut stones in yellow gold, pearl rings, sculptural styles, charm looks with diamond accents and fantasy or ornate playful rings.



Moritz Glik Bambole Ring 1.90ct TCW of diamonds set in and enclosed in a white sapphire



Minka 18K yellow gold and Tanzanite ring



Colette 18K yellow gold Flower nail ring with mother of pearl. (The top of the ring fits on top of the fingernail)

Linked Together

Weighty, medium to oversized link chains have been popular for some time due to the charm and talisman necklace craze, a nod to styles from the past (antique watch fob chains and '70s vintage long textured and rectangular looks and the ongoing popularity of yellow gold. But these links are not just for wearing around the neck, they are also being "frozen' into hoop and linear earrings, band rings and cuff bracelets, particular the Cuban links.



Anita Ko Asscher cut diamond in the center of a 18K Cuban Link chain ring



Syna 18k Mogul lin

Five Gems From Watches & Wonders 2022

By Roberta Naas

This year's first-since-the-pandemic in-person watch exhibit, Watches & Wonders 2022 took place in Geneva in March and witnessed a host of important watch unveilings. Everything from world-first mechanical watches, to dynamite design-driven pieces and more made their debut. Here, we take a look at five great watches that are sure to withstand all the tests of time, with most going into watchmaking history books.

Vacheron Constantin Historiques 222



A true eye-catcher and a show favorite at Watches & Wonders, this Vacheron Constantin Historiques 222 watch is all about vintage-inspired design. The watch, 222 watch, also lovingly referred to as the Jumbo, was first introduced 45 years ago in 1977 and was originally designed by Jorg Hysek for the brand. Now, Vacheron Constantin takes inspiration from the first versions and introduces the 18-karat yellow gold Historiques 222 sporty chic watch with integrated bracelet, slim case and fluted bezel. A highlight of the watch: the Maltese Cross (Vacheron Constantin's emblem) is boldly present on the front of the watch case in the lower right corner – just as it was decades ago. The watch is powered by the self-winding 2455/2 caliber and features an oscillating weight that is engraved with the 222 logo from yesteryear.

Grand Seiko Kodo Constant-Force Tourbillon

Known for its innovative Spring Drive movement, Grand Seiko this year unveils a mechanical complication that shuns the spring drive. Several years in the development stages, with a concept watch first released two years ago, the Kodo Constant-Force Tourbillon SLGT003 watch is the first timepiece where the tourbillon and constant-force mechanism are placed on a single axis and act in tandem as a single unit. The movement, 9ST1 transmits the power from the constant force mechanism to the balance wheel without any loss of torque so that the power release remains consistent for the entire duration of the reserve. The watch is crafted in platinum and Grand Seiko's Brilliant Hard Titanium.



Cartier Masse Mysterieuse

As I mentioned, world-first watches were a big thing this year, and the Cartier Masse Mysterieuse is particularly intriguing thanks to the fact that its entire 435-part 9801MC movement resides within the automatic winding oscillating weight (rotor). The new automatic mechanical movement, which has a patent pending, was more than eight years in the research and development stages. The watch case is crafted in platinum. Just 30 individually numbered pieces will be made.

Parmigiani Fleurier Tonda PF GMT

This year, Parmigiani Fleurier transforms the beloved Rattrapante hand -- typically used on chronographs because it can "catch up" to the other hand when timing events-- and brought it to new levels for its Tonda PF GMT watch. In fact, the brand took the idea of a "catch up" hand and used it to act as the GMT second-time-zone indicator hand. When traveling, the wearer sets the extra hour hand, which is typically tucked beneath the main hour hand) to the local time. When he or she returns home and no longer needs the second time zone function, they press a button and -- voila -- the extra hand catches up to the other hour hand and tucks itself away again. Another nice surprise: the hand catches up to the main hour hand by traveling in either direction around the dial – taking the closest possible route. The 40mm watch is powered by an in-house-made 207-part mechanical movement and is crafted in stainless steel with a platinum bezel.



Patek Philippe Ref. 5326G

A world-first complication from Patek Philippe, the new Ref. 5326G-001 combines the brand's beloved Travel Time complication with its patented Annual Calendar display. One of the most alluring features of the Annual Calendar portion of the watch is the fact that it displays the exact date for local time. Thanks to a new self-winding movement, Caliber 31-260 PS QA LU FUS 24H, which has eight individual patents filed for it, the Travel Time mechanism controls the calendar function and allows setting in forward or backward directions. The 41mm Calatrava style case offers a Clous de Paris guilloché pattern and the dial has a grainy vintage texture and a charcoal gray color. The numerals are coated with a beige luminescence. The watch, which offers day, date, month, time in two zones with a day/night indication, moon phases and small seconds, is sold with two interchangeable straps (one in beige nubuck calfskin and one in black calfskin).

Audemars Piguet Celebrates 50 Years of the Iconic Royal Oak

By Roberta Naas

One of the most celebrated and loved watch collections in the world, the Audemars Piguet Royal Oak, turns 50 in style.

Ask any watch collector about the “Grail” watches and you are definitely going to hear: Audemars Piguet Royal Oak. Since its original unveiling 50 years ago in 1972, the Royal Oak has become a true legend in time. Now, for the 50th anniversary of this famed icon and the equally as famed designer – Gerald Genta – who conceived of it, Audemars Piguet is spending the year releasing new Royal Oaks that are worthy of their legendary past. Additionally, auction house Phillips in Association with Bacs and Russo, just held a dedicated “Royal Oak 50th” auction (on May 6) wherein 88 historically significant watches went on the block.

Historical Significance of the Royal Oak

Legendary designer Gerald Genta first designed the now-famed Royal Oak at the request of the brand’s executives who wanted to create a uniquely different luxury sport watch. It would be the first stainless steel luxury sport line. Within 24 hours of the request, Genta produced a drawing – a watch with an octagonal bezel with eight exposed screws and a bold dial pattern that was totally distinctive. It also boasted an integrated steel bracelet – a revolutionary look for the time.

While Genta created the design in 1970, the watch did not become a reality until 1972 – when it was released at the Basel Fair. The first Royal Oak watches in steel were priced at about \$3,600 – a big sum for a sport watch at the time. Word has it that the brand sold only about 1,000 pieces in the first three



years before it caught on and became one of the all-time most-coveted sport watches in modern history.

There is a lot of speculation about the inspiration behind the name of the Audemars Piguet Royal Oak watch. The theory most widely believed is that when he designed it, Genta was inspired by the diving suits of the 1950’s and 1960’s – particularly the diving mask with eight screws that was attached to the suit. Other theories are that it was inspired by the portholes of the British Navy ships, or that it was inspired by the canon muzzle on the HMS Royal Oak British Navy ship launched in 1862. Theories also abound as to how the watch got its name, ranging from the tree in Britain where King Charles II from England hid from his 17th century enemies, to being named for the eight British naval ships that carried the Royal Oak name (the more likely theory).

Today, the Royal Oak collection is so extensive that it consists of Grand Complications, Tourbillons, Skeleton and Open-worked watches, self-winding chronographs, self-winding three-hands, extra-thin tourbillons, perpetual calendars and so much more. They all are powered by in-house-made movements and continue, to this day, to boast the patterned “Tapisserie” dial motif in various sizes.

New 50th Anniversary Royal Oaks

Today, in the spirit of continued innovation and celebration, Audemars Piguet has already begun to boggle the minds of collectors with new Royal Oaks and new in-house calibers, dial iterations and more. The most recent introduction, in April, was the Royal Oak



Self-winding Ultra-Thin Flying Tourbillon RD#3. The 39mm stainless steel watch is extra thin – measuring just 8.1mm in thickness and is the first “Jumbo” watch to house a self-winding flying tourbillon. It boasts an all-new movement, Caliber 2968, that measures just 3.4mm thick -- essentially less than 1/5th of an inch. The movement was five years in the research and development stages and took quite some time to miniaturize the pieces enough to fit into a 39mm case instead of the traditional 41mm case. (As if this feat wasn’t enough, the brand plans to release a smaller 37mm version of the slim watch in fall.)

There were many challenges inherent in the making of this watch but suffice it to say that the creative watchmakers involved in its making found all the right solutions. The watch has a new escapement, new geometry for the balance wheel and other technical feats. The incredible hand finishing is visible via a transparent case back and the dial color pays tribute to the original model in its Bleu Nuit Nuage 50 Petite Tapisserie hue. While the flying tourbillon is visible on the dial side at 6:00, the oscillating weight, seen on the reverse side boasts a special “50-Years” motif, that will be found on this year’s anniversary pieces.

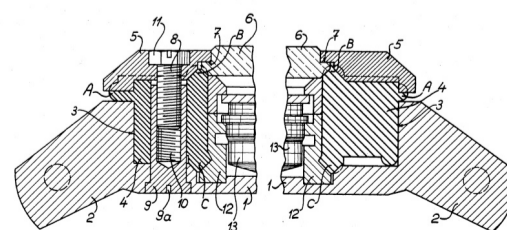
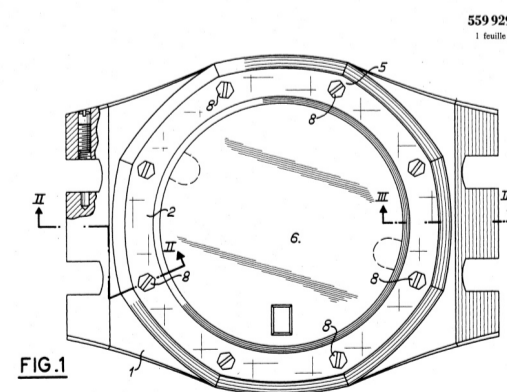


FIG. 2

FIG. 3

559 929
1 feuille*

Beth Hutchens of FoundRae

By Beth Bernstein

The Lexicon Of Life's Memories and Moments Still To Come

"If not now than when" perfectly sums up Beth Hutchens creative director and co-owner of FoundRae. Beth left her role as CEO of Rebecca Taylor and launched FoundRae in 2016, explaining, "I had the financial opportunity to take a risk and to follow my heart." "It became the 'when.'" And as I type away at this article, I glance down at my FoundRae enamel and 18K ring that Beth created with that very mantra – it has been a piece in my personal collection for years that is a constant reminder to live for the moment."

And that was Beth's desire, that a FoundRae collector can view their life in the present through her jewelry as to what will inspire or be a reminder or simply evoke a feeling. Beth was bit by the jewelry bug long before becoming a designer. Mantras and imagery are at the core of her collection, she strives to design jewelry based on what moves her—sentimental antique jewelry as well as ancient, spiritual or iconic motifs found in different cultures and belief systems that are steeped in meaning. Beth has reworked these symbols, which also can be found in vintage ephemera, tattoos and mythological motifs into her collection, which can be added to and built upon by wearer. She describes them as "highly personalized pieces that allow a wearer to express something of themselves to the world." FoundRae started with a lexicon of Beth's most inspired symbols which she eventually turned into her own language of meanings that spoke to her distinctive point of view, fusing the universal with the intimate and personal. Beth's sense of incorporating what inspires her can be seen by the variety of symbols used in a single FoundRae medallion, ring or bracelet—creating a bold visual that tells a story, often in one piece.

Beth explains, "Wearing FoundRae reflects a woman's journey so far and perhaps what she still wants to achieve in her life, what makes her feel special or confident today or what she would like to manifest for her future. A person's life is ever evolving and therefore the collection needs to continually evolve as well."



FoundRae's Champeve Enamel Wheel Medallions featuring the tenets Wholeness, Strength, Dream, Protection, Karma, and Internal Compass.



FoundRae's Creative Director, Beth Hutchens.

Over the years, I've spoken to Beth a number of times about the collection. She is a woman after my own heart, who connects the past with the present and with whom I also share the same first name and initials. We bonded over antique chains, cigar bands (my first FoundRae purchase of many), all types of antique enameling and the significance and sentiments of wearing multiple charms worn together to create a journal of a person's life. I have watched her expand to include new FoundRae symbols and styles that has inspired a cult following that continues to grow with each new collection.

Together we raid her personal jewelry box and talk about her professional journey, the pieces most relevant to her all aspects of her story so far and what her newest chapter entails...

When did you first become aware of your affinity/love for jewelry?

"I can't remember a time when I didn't love jewelry. In high school I wore rings on every finger and ascribed meaning to my jewelry. Even the most inexpensive silver piece because quite significant for me. As a result, I still own most of the jewelry I wore back then."

What was the first piece of jewelry that you purchased for yourself? Do you still have that piece today?

"The first 'real' piece of jewelry I purchased for myself was in 7th grade and it was from an antique store, within walking distance from my house. It was an acrostic ring. The woman who owned the shop explained to me that the

particular one I choose was unusual for those type of rings, which usually was created as a larger half hoop band. This one had four thin bands with the first letter of each gemstone on each of the bands, spelling out the word 'dear' (diamond, emerald, amethyst and ruby). In an era of 'Broken Heart/Best Friend' charms, the idea of jewelry that you could split with your friends resonated with me, so I gave one band each to my closest girlfriends and kept just one for myself."

What was your first piece that is connected to a major or significant moment in your life?

"I wore a silver snake ring around my index finger throughout high school (and even in my senior year pictures) and the day of graduation it broke in half. I saw it as a harbinger of change."

What are the antique pieces you have as part of your personal collection?

"I have a lot! Nothing too precious but all pieces I love. I own some Victorian lockets, bangles, and Georgian and Victorian rings. But the pieces that most impacted my design process and had the most influence on FoundRae are my antique watch fob chains and my enamel pieces."

How did these inspire the FoundRae collection?

"These became the influence for the foundation pieces of the collection. Different sizes and styles of chains that gave a nod to the past and the mechanisms which allow for changing out different medallions and charms are key staples. My first collection featured different tenets such as Dream, Protection, Wholeness, Strength and Karma. Many of the medallions were enameled with champeve enameling. These chains and medallions became the building block for the initial collection. From there I kept adding in more tenets and combining them."

How do you suggest collecting your pieces and adding on?

"I often tell my clients to start with investing in the essential foundation—the chain and a smaller medallion to start. You can then graduate to more intricate or larger medallions and add in the annex links for different ways of



Handcrafted in 18K yellow gold, this Extended Clip bracelet symbolizes Protection. The Scarab at the center is meant to shield the wearer, not from malevolent outside sources, but from our own negative thoughts. The ones that say, you can't do it or something similar and prevent us from using our energy to build more productive and positive aspects of our lives...

Oversized Medallion symbolizes Reverie. Reverie means daydreaming; floating between reality, fantasy, and memory. Connect your conscious and unconscious. Seek out what lights you up. Seek what gives you energy. Elevated positive energy is the catalyst of change that allows us to reconnect and align with our souls to create joy. These symbols evoke, rather than just describe, joy.



connecting the pieces on your necklace. If you own an antique or vintage chain, I then suggest starting out with your favorite medallion and adding from there. I love to see a signet, cigar band or some type of ring that would complement and continue the story they want to project or start a new dialogue. But there is no right or wrong way. It's based on individual choices, self-expression and self-discovery."

Can you talk a little more about creating your own language of symbols?

"I draw from so many influences that it is was only natural to create a special language of meanings distinctive to FoundRae. When you put certain symbols and motifs together you get richer context of meaning which allows for more self-expression and applies differently to each collector or wearer's life. As we added in the Resilience, Love, Passion, Internal Compass and most recently Reverie and Forever & Always a Pair, you can really see the combination of the core symbols in these collections.

Can you give us an example?

"In the Reverie collection there is a medallion that combines the butterfly, the numeral X and a spade. This poetically combines the symbolism of the soul which is the butterfly, the spade, which is abundance and the numeral 10 which relates to the path to joy. Therefore this pendant represents floating between reality, fantasy and memory. It is the impetus to seek out what lights you up and what gives you energy and can be a catalyst of change that allows us to reconnect and align with our souls to create joy. All of the symbols in the Reverie collection evoke, rather than just describe joy."

Are you still influenced by the same inspirations as when you launched the collection?

"I can literally get lost in a flea market for days. I look towards other vintage ephemera, found objects and memorabilia as well as jewelry. I have found that there is so much symbolism in calling cards, wine labels as well as



Reverie is floating between reality, fantasy, and memory, to connect our conscious and unconscious, to seek out what lights us up, what gives us energy, what feeds our souls. Reverie is made of 4 symbols: the butterfly, the spade and the roman numeral 10.

and souvenir and hand drawn postcards. The periods to which I am most attract tend to be the mid 1800s to 1920s. I am also love old dictionaries. I still have mine from academic years as well as -my mom's dictionary."

Are there other common denominators that run through the collection?

"Yes all of the pieces are actionable. The newer pieces in particular. They are based on the wearer/collector making a choice to be person they are intended to be. Therefore all of my pieces are dynamic rather than stationary in that the morph and evolve with what the person needs them to be at different moments in their lives. Many of the newer pieces are a catalyst for making better choices as we grow. Change is not easy but often times necessary to get you where you want to be."

Speaking of Change. Can you tell us a little more about Forever & Always A Pair, which is your most recent collection?

"I've taken this from my website because I think it describes the collection so well. These pairs of pears are one-of-a-kind pieces. We have many pairs in our lives: our mothers, our fathers, our children, our best friends, our soul mates. Just like you and me and each of those that we love, every stone is completely unique. Every single stone reflects differently and illuminates differently as do our pairs: the Catalyst, the Healer, the Fire Starter, the Teacher, the Truth-Sayer, the person that is just willing to hold space for our deepest thoughts. We choose the pairs: friends, lovers, family and chosen family. They give us a piece of their hearts; we give them a piece of ours. We absorb them, fuse them into our own hearts, and our heart grows as a result. There is no such thing as the "perfect pair" but some pairs just feel right together and are destined to be matched for eternity. Matching pears are exquisitely rare and very hard to find: a fitting metaphor of true love: perfectly imperfect."

If you were to build one necklace for yourself what charms and medallions would be on it and why?

"I would say that my necklace would be inspired by the collections I just designed: Reverie based on the path to joy and transformation would be my base medallion and then I would wear pendants from the Forever & Always a Pair, a collection which speaks to how we are perpetually and unceasingly bound to someone special who we keep close to our hearts. And then I would add in my pieces for stability and grounding. I think these more recent collections are very personal for me in that they speak to enlightenment and how we need to continue to evolve move a little closer to who we are and where we need to be."

Handcrafted in 18K yellow gold, this Baby Medallion charm symbolizes Love. A True Love Knot, also known as Bowen's Knot, is a heraldic knot representing the connectivity of true love. The star represents energy & divine guidance. The 7 is a tribute to the classic types of love as defined thousands of years ago.



The heart love token celebrates the seven classic types of love as defined thousands of years ago: Eros-romantic love, Philia-friendship, Agape-universal love, Storge-love between parent and child, Ludus-playful love, Pragma-love founded on duty & reason, Philautia-self-love.



FoundRae's engravable medallions like the Engravable Ingot, Engravable Radiating Heart, Engravable Heart, and Engravable Initial Disk give FoundRae customers yet another tool to express exactly what they want to say and when they want to say it...with immediate gratification.

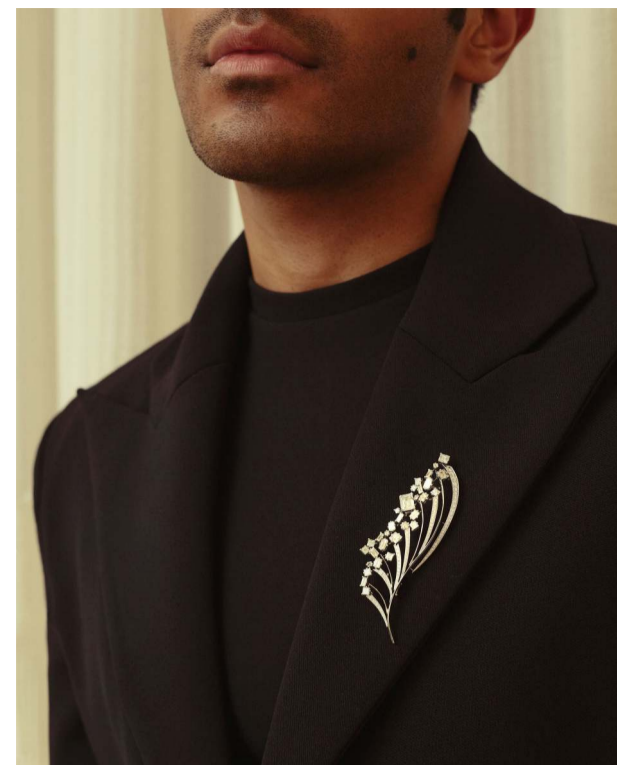
Handcrafted in 18K yellow gold, this Large Specialty Medallion charm symbolizes Resilience. Wild, abundant, and untamed, the blossoms are fed with passion and continue to bloom, even in darkness, against adversity. But we can't separate the flower from its thorn. The Thorn is the risk we assume for something we love, for living life fully without reserve.

Men's high jewellery

By Rachael Taylor



Boucheron:
New Sarpech brooch,
diamonds and
white gold



Chaumet: Capture

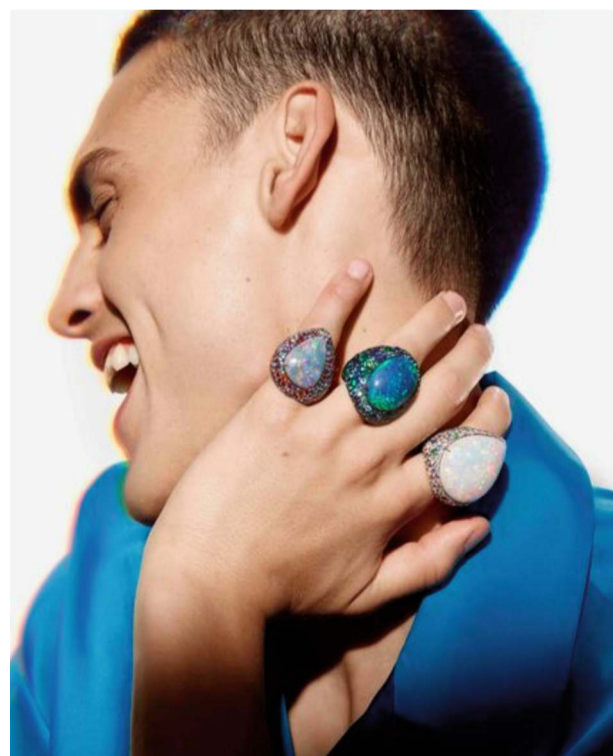
At Chaumet, Jean-Marc Mansvelt is leading by example. The jeweller's chief executive is committed to the concept of high jewellery for men, and can often be seen wearing some of the French house's brooches. As such, Chaumet has been focusing of late on ensuring that its collections include pieces that, while unisex, are appealing to men.



Dior Men's Summer 2022 Fittings By Alfredo Piola

Dior's high jewellery collection Galons Dior, launched during Paris Couture Week in January, was a defining moment. The asymmetric clusters of stones, mixed cuts and floral accents that united the 81 jewels are part of a style we have come to recognise instantly as that of Dior's jewellery maestro Victoire de Castellane; it was the target audience that caused a stir.

Though there has long been encouragement by jewellery houses for fluid expressionism through genderless designs, Galons marked the first time Dior has specifically created high jewels for men. Included, in what was mostly a female-first offering, were brooches and cufflinks featuring braids of round, princess, baguette and marquise diamonds set in white gold.



Boucheron - Illusion rings

Galons Dior is indicative of a fresh wave of excitement in the men's jewellery market right now. Tune into any red carpet event and you will see a wealth of examples of tuxes being accessorised with fine jewels. At the Met Gala this year, jewellery trends even started to emerge among the male stars. Long necklaces were popular: Joe Jonas wore a 1920s onyx, diamond and platinum necklace from Fred Leighton, while Riz Ahmed's was an Indian-inspired Cartier chain. Others layered several, including Giveon in Chanel, Paapa Essiedu in Veert, and Lenny Kravitz who teamed a pearl choker with cross necklaces.

Brooches remained the most accessible way for men to experiment with fine jewels, and lapels sporting diamonds included those of Austin Butler in Cartier, Regé-Jean Page in Graziela, Pete Davidson in Or&Elle and Dwayne Wade in Tiffany & Co. Stromae built his entire outfit around an antique Cartier diamond bow brooch worn in place of a bowtie. Yahya Abdul-Mateen II even wore a Boucheron yellow gold Serpent Bohème barrette in his hair; a style also emulated by Jared Leto and Alessandro Michele, whose twinning Gucci outfits were completed with bejewelled hair clips.

Just as on the red carpet, men are becoming more visible in high jewellery collections too. Boucheron, in particular, has been keen to incorporate male models in its most recent campaigns to show how its one-off creations might be styled. The New Maharajas collection, a riff on the opulence emerging in the post-pandemic era, included lavish brooches, some doubling as detachable pendants for larger necklaces, to be worn on lapels or over top shirt buttons. Previous Boucheron launch Holographique, released in the summer of 2021, showed men joyfully stacking shimmering bracelets and teaming bold opal cocktail rings with bright suits.

At the same time as launching Galons Dior, the French brand also revealed a one-of-a-kind white gold, emerald and diamond bracelet with a CD monogram as an outsized link. The bracelet was pitched as unisex and was a collaboration between de Castellane and Dior Men's artistic director Kim Jones. Another collaboration between these two creative minds produced a Cactus sautoir, encrusted with 1,400 diamonds and bursting with enamel blooms. It was created specifically for the Dior Summer 2022 men's collection.



Veert:
Necklace worn by
Paapa Essiedu
to Met Gala

One design of note is a feather-like brooch set with mixed diamond cuts from the Déferlante de Chaumet line, as worn – along with a matching ring – by British-Indian model and fashion influencer Rahi Chadda during London Fashion Week in February. It was a look that generated more than 53,000 likes on Chadda's Instagram page.

While luxury jewellery brands have flirted with attracting the male gaze before, what feels different about this moment is that it is being driven by the men themselves. Rather than brands pigeon-holing men into very masculine product categories, such as the classic dog tags or bead bracelets of decades past, it feels as though men seeking out a more authentic relationship with fine jewellery.

A poignant, and very public, moment in support of this argument came courtesy of Formula 1 driver Lewis Hamilton. Facing a ban on wearing jewellery while he drives, the sportsman – known for his love of jewels – held a press conference to discuss why he is refusing to comply with the F1 rule. He did so wearing three watches, eight rings, four necklaces, one bracelet, two earrings and a nose stud. "I couldn't get any more jewellery on," he smirked.



Or&Elle: Brooch worn by Pete Davidson to Met Gala

Graffabulous

By Rachael Taylor

Graff is already well known for its opulence. The British jeweller, founded by Lawrence Graff in 1960, has built a solid reputation as a purveyor of the world's most important diamonds, even lending its name to some of the best – the 302.37ct Graff Lesedi La Rona being just one example. So when a jeweller already revered for embracing excess announces that its new collection is “one of the greatest gatherings of gemstones ever seen in a high jewellery collection” it is time to sit up and take notice.



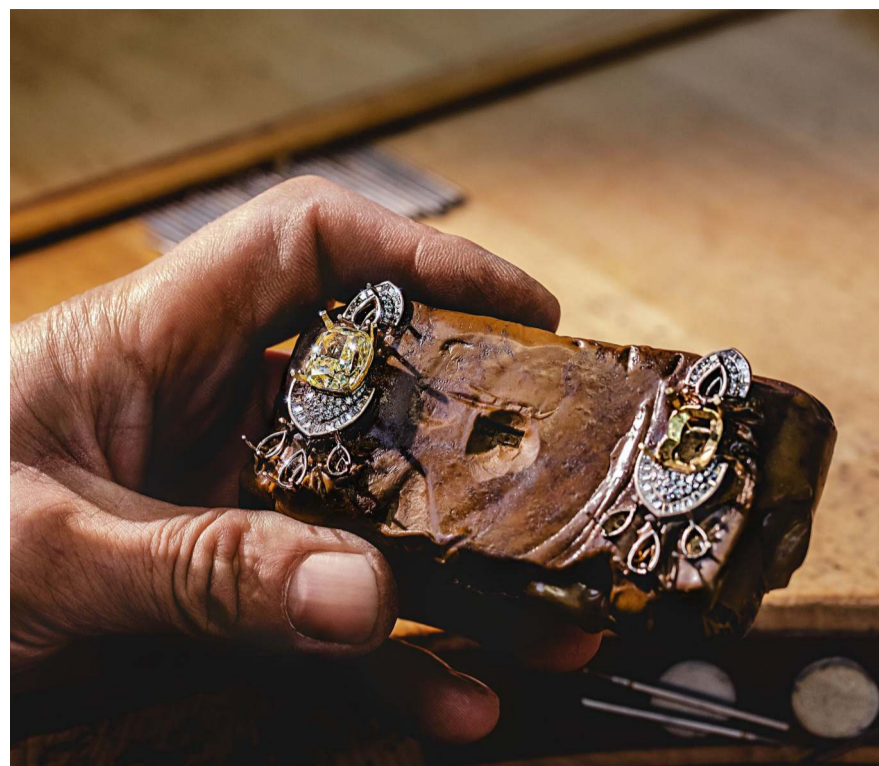
Graffabulous, as the collection has been somewhat humorously titled, certainly lives up to its name. The calibre of gemstones set across the 80-piece high jewellery collection is impressive, weighing a total of 3,600 carats. While more than half that carat count is dedicated to white diamonds, for which the jeweller is best known, the collection is at heart a celebration of coloured gemstones. Yellow diamonds feature heavily in Graffabulous, as do rich blue unheated Sri Lankan sapphires, deep-red rubies and verdant Colombian emeralds.

“Coloured stones that display the strongest and most vibrant colours are always in demand at Graff,” shares Graff design director Anne-Eva Geffroy. Based in the jeweller's workshop in London's Mayfair, Geffroy has been responsible for shaping the jeweller's collections for the past 12 years. Before joining Graff, she worked in Paris for both Van Cleef & Arpels and Louis Vuitton. “Our clients love that we have such an amazing selection of the most precious coloured stones that are rare and the very best of their kind,” she continues. “With Graffabulous, we wanted to showcase the abundance of precious colour with which we work with all the time.”

One of her favourite pieces from the collection – although she is quick to say that “each creation is a masterpiece, with its own force, character and unique presence” – is a necklace set with 73cts of pear-shaped vibrant yellow diamonds. The silhouette echoes the Tribal high jewellery collection that Graff launched last year, which took inspiration from an African legend about a girl who created the stars. “There is a



wonderful rhythm to the design, with the lines of light flowing seamlessly to their apogee: a detachable 22 carat pear-shape yellow diamond drop that blossoms with a halo of white diamonds,” she remarks. “With Graffabulous, we were really focused on finding exciting new ways of presenting these incredible gems, while continuing to reference the signatures of our high jewellery: the studied lines of light; setting the stones so that they appear to float on the skin; a simplicity of design that belies



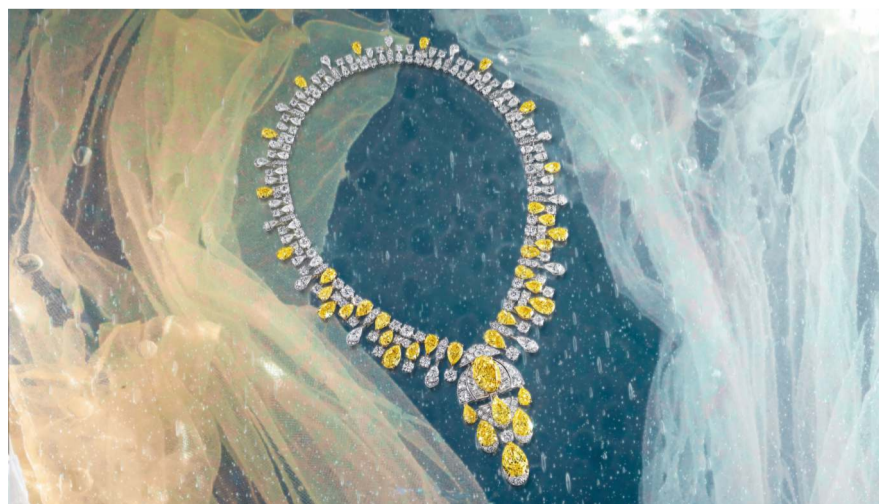
the complexity of the architecture. Powerful shapes, patterns and silhouettes define many of the new pieces, with the brightness of the gems setting the rhythm of the designs.”

The detachable drop in Geffroy's favourite necklace incorporates the Tribal collection's signature sculptural, abstract oval motif, known as the Graff Gateway. To ensure a bespoke sparkle, Graff's diamond cutters were charged with creating custom cuts so that each stone perfectly filled the arched Gateways. This is an incredibly time consuming and skilled process, but one that Geffroy says Graff often employs for its high jewellery creations: “The general manager in the workshop will talk through the designs that require custom-cut stones with our diamond cutters to ensure they fit each creation perfectly. They are often rhomboids or variations on this four-sided shape, and they will only ever exist for a specific design.”



The 80 jewels within Graffabulous have been designed as parures, with sets including a necklace, a pair of earrings and a bracelet; there are rings in the collection too. This perhaps jars with the way contemporary jewellery collections are being sold today, with collectors demanding the freedom to mix and match. Geffroy, however, puts up a very valid argument as to why Graff has not gone down this route. “When you have an incredible collection of stones, all from the same mine and identical in terms of colour and quality, it is only natural to want to present them all in a suite of jewels designed to be worn together, rather than separating them,” she enthuses.

It is clear that the creation of Graffabulous has been a labour of love, from the stone sourcing, to the design, to the exquisite craftsmanship required to pull it all together, and Geffroy confirms it has been years in the making. Yet rather than having spent all her creative energy – and indeed the contents of Graff's vaults – it seems this could be just the beginning for Graffabulous. The jeweller has released a teaser, revealing that this is but chapter one and that chapter two – with the theme of 'Goddess of Divinity' – is coming soon, and no doubt all eyes will be on Graff when it does.



Value of a Retail Relationship With eBay

By Roberta Naas



In a candid interview with eBay's General Manager of Luxury, Tirath Kamdar, we gain a better understanding of the benefits for retailers that partner with and sell on eBay. This global digital platform works tirelessly to promote the luxury industry and to engage its community, regularly offering new and innovative brands and retailers to its base. In doing so, eBay's luxury division offers an incredible, unparalleled inventory to customers, attracting more than 60 million visitors a week. Recently, Tirath Kamdar explained to TJJ's watch and jewelry editor, Roberta Naas, the benefits of retailer partnerships with eBay.

Roberta Naas: Why should retailers want to sell on eBay?

Tirath Kamdar: With 1.5 billion live listings and 60 million visitors per week, eBay's reach is unparalleled. In 2021, a watch was bought every 8 seconds on eBay – not only are visitors frequenting the site on an average of 10 visits per week, but they are in the mindset to purchase.

Luxury shoppers on eBay aren't limited to watches. The average luxury buyer who purchased a \$2,000+ watch spent over \$9,000 in watches and \$7,000 on more than 50 items in other categories.

Beyond luxury spending trends, growing consumer interest in purchasing pre-owned items is edging all luxury brands further into the resale market. We anticipate this interest will only continue to grow as Gen-zers increase their market share. 80% of that generation has bought second-hand goods in the past 12 months, with nearly 1-in-3 beginning to sell their own second-hand goods in the last year.

Many luxury brands and retailers may face challenges in scalability or the ability to access the tools to compete in this space, and eBay sees this as an opportunity to partner with brands in the future in order to help them scale online and reach our community of 147M active buyers and 17M sellers.

RN: What are the advantages for retailers and brands?

TK: eBay has various platform services and offerings that streamline the user experience, offering brands and retailers a strong platform to partner with as a trusted reseller. eBay's business development teams help brands and retailers show up on site in curated ways to effectively reach buyers. Trust is at the core of everything we do, fostering a confident, secure and efficient environment for business, with eBay's seller protection team working around the clock to enforce policies and address problems before they start.



eBay also continues to focus on ensuring authenticity of high-value goods through eBay's Authenticity Guarantee. Authentication has become the expectation when it comes to categories of passion and transactions of high value, and we're seeing growth across all authenticated categories – in both new and resold items. We're currently authenticating luxury watches, handbags, sneakers, trading cards and are now expanding to jewelry.

In 2021, we introduced innovations like 3D imaging for sneaker listings and NFC tags that enable buyers to populate authentication information for their products with a tap of their smartphone. We also implemented new payment offerings for high-value goods, like escrow for watches sold above \$10,000. More recently, we launched an opt-in expert verification service for watch inventory priced between \$1,000-\$2,000, which allows buyers to select an additional layer of protection for their purchase, for a cost of \$80, plus tax.

Since launching our Authenticity Guarantee service across watches, sneakers, luxury handbags, and trading cards, eBay has authenticated more than 2 million items and there is more to come.

RN: Is it difficult to establish an eBay retail page?

TK: Businesses onboarding to eBay receive an elevated and high-touch white glove service from start to finish. eBay's Seller Center is a great place to start when establishing an eBay storefront. Our team provides various tools that guide businesses through onboarding such as: integration support, account incubation with coaching on listing and best practices for selling, and advisory on how to build a visually appealing storefront page and brand badging that buyers best identify with.

RN: Do you have any success stories you can share with other brands or retailers' pages/sales?

TK: eBay has had the pleasure of being a partner to Watchbox, one of the largest pre-owned retailers in the US, for nearly 12 years. As a leading destination for buying, selling, and trading collectible luxury timepieces, Watchbox's eBay storefront holds the largest non-native assortment of the retailer's inventory- most of which are listed at a luxury price point of \$2,000 and above.

With high value inventory, it was paramount for us to be able to develop services like Authenticity Guarantee and payment options like escrow to our long standing sellers like Watchbox, in order to provide them with an even more successful retail environment online, and a seamless transaction experience for all our businesses.

RN: Should retailers sell new products or their pre-owned inventory?

TK: eBay shoppers expect to see both new and pre-owned inventory onsite. Tools like filtering for "new with tags," "with original box/packaging," "with papers," and more, allow buyers and sellers to ensure their product condition prior to a purchase, regardless of if it's new or pre-owned.

eBay is seeing a significant shift in shopping behaviors – including in pre-owned inventory across categories – which is being driven by increased trust in online resale resulting from authentication of rare, special and unique inventory. In the luxury space, shoppers turn to eBay to discover both great value on top luxury brands as well as styles that are simply not available in the primary retail market, making it the destination for retailers to list rare, new and pre-owned inventory.

RN: Why is eBay showing at Las Vegas and other places?

TK: eBay is always exploring new ways to engage with our community of luxury enthusiasts and highlight eBay's unparalleled breadth and depth of inventory. We also regularly introduce the latest platform enhancements that make shopping the marketplace seamless. Our continued presence at Antique, JCK and other key industry events around the world, such as a strong art exhibition at 2021's Art Basel Miami, the eBay x GBK Brand Bar Pre-Oscar Luxury Lounge in Los Angeles in April and more have allowed eBay to bring to life its incredible luxury offering alongside some of the most innovative brands and retailers in the world. This year's presence at the shows in Vegas is particularly important as we begin to expand our Authenticity Guarantee service to fine jewelry.

RN: Anything else you want to add about why retailers should sell on eBay?

TK: eBay has over 27 years of experience fostering the world's largest online marketplace, and knowledge to inform the tools and offerings available on the platform that have improved the experience for both sellers and buyers. This expertise in ecommerce best qualifies and positions eBay to be a great partner to brands seeking to scale their resale efforts.

When Worlds Collide

By Roberta Naas



Ernst Benz and Shelby American

In a fast move that is all about one of the most legendary American car stories, Ernst Benz Swiss watches is producing a limited edition of 60 timepieces that celebrate 60 years of Shelby American, originally founded by racecar driver Carroll Shelby in 1962. The alignment is one of several automotive associations Ernst Benz has in its Great Circle collection. The new watch boasts a 47mm titanium case and is part of the Instrument series: the ChronoScope automatic chronograph with day/date indication. It boasts a Shelby blue dial with two white racing stripes on it that are reminiscent of the original Shelby Cobra. The watch features Shelby American on the dial beneath the Ernst Benz logo and offers tachymeter scale on the outer ring. The sapphire caseback feature the Shelby American Cobra logo etched on it and the Shelby name is on the side of the case, along with the watch number.



Bell & Ross and Grid Legends

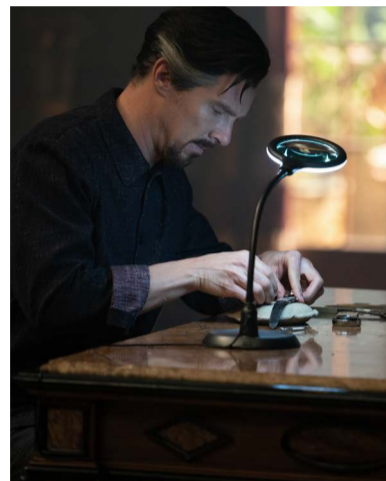
Swiss watch brand Bell & Ross, long known for its automotive and aviation relationships, recently announced its partnership with Grid Legends™, a high-thrills auto racing game for Xbox, PlayStation and other systems. In fact, Bell & Ross is the Official Timekeeper of Grid Legends and will track players' lap times to a fraction of a second and offer players the ability to experiment drive a personalized car via a Bell & Ross in-game livery that has been designed exclusive for Grid Legends. Additionally, the Bell & Ross BR03-92 black matte watch can be seen on the wrist of Valentin Manzi in Driven to Glory, the in-game story recorded using real actors and virtual technology.



Tutima and Esquivel

German watch brand Tutima surprised watch and accessories lovers recently with its collaboration with Los Angeles-based men's shoe and accessories designer George Esquivel. Not only did Tutima launch a new timepiece, but the two companies co-branded an entire six-piece travel set called Compass. It includes a duffle bag, a watch roll, boots, and a limited edition manually wound mechanical Patria dual-time zone watch with Esquivel leather strap. The watch is crafted in stainless steel and is sold with two NATO straps and a special leather travel pouch. The two family-run companies agreed to create 25 sets that embrace the idea of adventure and travel.

More and more often in the watch world, we witness brands coming together from different walks of life for collaborations that surprise and delight watch lovers and other fans. Key collaborations have long included working with film studios, in the sports arenas and even in the aviation or automotive industries – all for shared ideas about design, materials and more. Recently, we have also witnessed watch brands teaming with clothing or leather goods companies, or with individual artists or singers. These collaborations help generate interest from new customers for both brands, and often result in timepieces that share the qualities and values of both companies. Here we take a look at some tried-and-true partnerships, as well as some new and intriguing alliances.



Jaeger-LeCoultre and Marvel Studios

Yet again, Jaeger-LeCoultre's beloved Master Ultra-Thin Perpetual Calendar watch finds its way into a Marvel Studios movie in the new Doctor Strange in the Multiverse of Madness film that was released in May. The movie, directed by Sam Raimi and starring Benedict Cumberbatch – a Jaeger-LeCoultre brand ambassador -- is about journeying into the unknown of Mystic Arts and alternate realities with Dr. Stephen Strange. The New York celebrity surgeon first wore the Jaeger-LeCoultre Master Ultra-Thin Perpetual Calendar watch when he was living the high life, before an auto accident took it all away – all but his complicated watch. As he becomes a Mystic Arts magician, he continues to wear that single timepiece. Part of Jaeger-LeCoultre's beloved Master collection, the 39mm Perpetual Calendar watch is offered in stainless steel or in 18-karat pink gold. As long as it is kept wound, the watch will need no adjustments until the year 2100. A sapphire case back allows for viewing of the exceptional complex movement.

IWC and Top Gun

Since the 1930's IWC Schaffhausen has been known for its aviation timepieces. In fact, it was the first brand to create the anti-magnetic pilot watch thanks to a soft iron inner case that protected the movement. Almost a century later, IWC is still affiliated with (and making watches for) aviation. One of its most important partnerships started 15 years ago in 2007, when the brand teamed with the legendary Navy Fighter Weapons School known as Top Gun and watch collectors who are aviation buffs continue to seek out the IWC Top Gun aviation timepieces. This year, IWC unveiled several new versions, including several ceramic pieces that are durable and light weight and whose colors are inspired by the military, especially the Woodland Green.

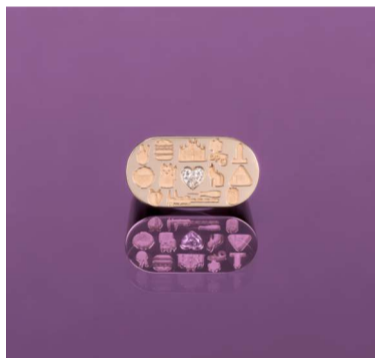
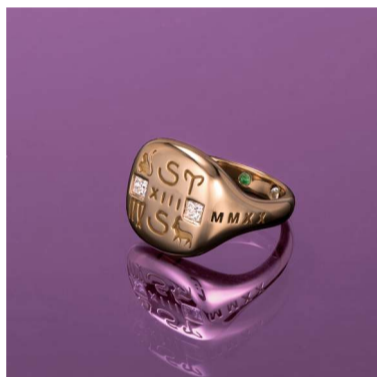


Designers to watch

By Rachael Taylor

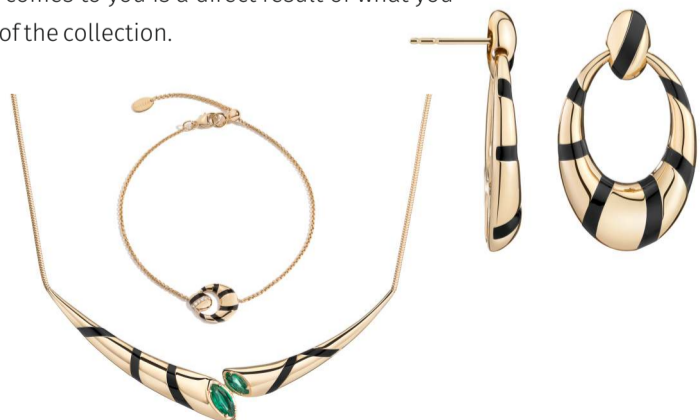
Dyne

Sarah Ysabel Narici has a dazzling, self-made jewellery pedigree. The British-Italian designer has trained with Place Vendôme jewellers in Paris, studied at famous jewellery incubator Central Saint Martins in London, as well as the GIA in New York City, and has won awards bestowed by Cartier and Swarovski. Before settling in New York and launching her own brand Dyne this year, she cut her teeth at Stephen Webster, Alexander McQueen, Marina B and Lorraine Schwartz. Dyne's debut collection is Loverglyphs, a contemporary take on hieroglyphs with lusty undertones. Chunky oblong rings are decorated with clusters of ancient symbols and accented with coloured gems or diamonds. "Each piece is a modern talisman of self-expression, created with the intention to empower, liberate and amuse its wearer," says Narici.



Halleh

Halleh Amiralai was working for Chanel in New York City when she felt the pull to a new life and moved to India to become a yoga instructor. While visiting Jaipur, however, she fell under the spell of something different entirely: jewellery. Back home in the US, she studied to become a bench jeweller and in 2010 she launched her brand Halleh, and its luxurious jewels have since been worn by stars including Gwyneth Paltrow and Scarlett Johansson. Halleh's latest offering is Echo, a line defined by sensuous gold shapes accented with monochrome enamel. "I was deeply inspired by a lifetime of seeing the very truth that everything that comes to you is a direct result of what you have put out into the world," says Amiralai of the collection.





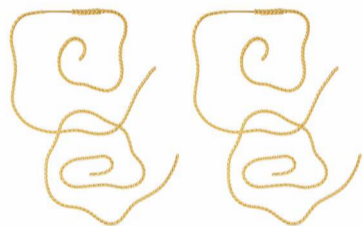
Mindi Mond

Mindi Mond started her jewellery journey as a collector with a particular passion for Art Deco, Edwardian and Victorian jewellery. More than a decade ago, Mond decided to make her love affair with jewels official by launching her own company, starting with a collection of original antique jewels gently updated to appeal to modern women. She has since expanded her range to include contemporary jewellery collections, each finding connection with adornment of the past. Some do so through design inspiration, while others incorporate genuine antique jewel components in new designs. For Mond, developing a continuity across her collections – be they original, inspired by or partially antique – is important. “My goal has always been that all my collections can be worn together,” she says.



Patcharavipa

Patcharavipa Bodiratnangkura was jewellery's answer to a child prodigy, turning her hand to designing her first jewels at the age of 13. To further this early passion, she left her home in Bangkok to study jewellery at Central Saint Martins in London, after which she turned her studies to gemmology at the GIA and Asian Institute of Gemological Sciences. After returning home to Thailand, the jeweller set up her own brand Patcharavipa in 2016. Her designs, which use 18ct Siam gold, celebrate female empowerment and the craftsmanship of Thai jewellers, with a fresh aesthetic that has won over the fashion crowd. Bodiratnangkura has also experimented with watches in her Offset collection of customed vintage timepieces. One, a 1970s King Midas Rolex, was bought by Rihanna, who wore it for her pregnancy reveal shoot.



Joseph W Ramsay

It was during a wax carving class that a 15-year-old Joseph W Ramsay started to feel the rumblings of a desire to create jewellery. As he puts it, it was the “tactility and the fluidity of the medium” that got him. He enrolled in the Fashion Institute of Technology in New York to study jewellery design and hadn't even graduated before landing his first job with jeweller Nicholas Varney, where he would become creative director. In 2018, Ramsay left the brand to pursue an opportunity to collaborate with Sotheby's Diamonds on a capsule collection set with rare diamonds, including vivid blues and fancy purplish pinks. He now creates one-of-a-kind luxury jewels under his own name, but the spirit of collaboration is still in him. One of his latest ventures was to team up with Dutch goldsmith Leen Heyne on a swirling matte gold and diamond ring.



“Ayubowan” The Island of gems, where streets are paved with gemstones

By Ignatious Joseph

Ceylon's gem industry has a very long and colorful history. Ceylon was affectionately known as “Ratna-Dweepa” among other names, meaning Gem Island, or as the Emerald Isle. That was in addition to being known as the Spice Island.

The country extracts some of the best sapphires, topazes, amethysts, and other gems in the world and it is well known for the large quantity and exquisite variety of its gemstones. Sri Lanka is also well known for tea and is also a famous tourist destination in the Indian Ocean. Located at the southern tip of India to the southwest of the Bay of Bengal and to the southeast of the Arabian Sea. It measures 65,610 square kilometers (40,768 square miles), with 1,340 kilometers (832 miles) of coastline. White sandy beaches, love and admiration for elephants, endless sunrises and sunsets, ancient ruins combine to make Sri Lanka irresistible. The island enjoys a long tradition of mining, cutting and trading the finest sapphires, rubies, garnets and other gemstones stretches back at least 3000 years. Even the flavourful foods offered are precious for the cultivated palate.

Eastern Asian and Arabian traders met in what is certainly one of the oldest maritime trading basins, the Indian Ocean. The records of the trade in precious stones go back to the 4th century. Marco Polo described Sri Lanka as having some of the best gems anywhere in the world. The colourful and long history of gems continues up to this day. Many visitors to the island nation purchase some of the best gems which cannot be found anywhere else. The gems of Sri Lanka have crossed oceans and seas to now belong to prominent figures from around the world.

As often as not, rich veins of gemstones are discovered by accident when farmers turn over the soil in fertile lush valleys. Unlike gold and other precious metals, the methods for extracting the gemstones do not

involve heavy machinery or toxic chemicals. Moreover when the gemstones are all worked out the land quickly returns to arable use and becomes a farmland again.

Blue sapphire is the stone of the kings, queens, princes, princesses, but Ceylon's ladies would enhance the status of an individual princesses, who is in possession of a blue sapphire. In the temple or churchyard these ladies displayed their wealth and power with these precious stones. Astrology has been an important part of holistic beliefs for centuries in the island. People believe that wearing the gemstone assigned to their birth month brings good luck. The stone also constitutes a charm that carries protective powers. I still remember, my mother and aunts would spend a lot of time at the local gem merchants searching for the right wedding ring for the future brides. The merchants would offer the ladies a nice cup of tea and a good discount. The competition was fierce with gem shops in every corner of the island's streets. The island women would purchase these jewelry only at an auspicious time, so that bad omens wouldn't harm the future bride's family life..

The country has a rich artistic tradition, with distinct creative forms that encompass music, dance and visual arts. Many forms of Sri Lankan arts and crafts take inspiration from the Island's long and lasting Buddhist culture. In most instances Sri Lankan art originates from religious beliefs and gem stones play a key role in every aspect of island life. The history of colonial occupation has also left a mark on Sri Lanka's identity, with Portuguese, Dutch and British elements having intermingled with various traditional facets of Sri Lankan culture. This means that like elsewhere younger generations pay less attention to ancestral traditions and more to fashions from abroad. Still a true Sri Lankan bride desires a blue sapphire from her betrothed, not only to protect her but for the well-being of the new family, no matter how that well-being may be measured today.





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