



# FULL-BLOWN FEMININITY

Jewellery designs highlight nature, beauty and femininity this season, as designers turn to diamonds, colour and precious metals to reinterpret life. To be seen at this year's Las Vegas shows JCK and Couture.

**T**outed as the most important U.S. exhibitions for watches and jewellery, the JCK Las Vegas Show (including Luxury by JCK and Swiss Watches by JCK), and the Couture Show draw thousands of exhibitors and retailers from the United States and the world. Here, the finest designers, watch companies and jewellery houses showcase their newest wares – establishing the trends that will be seen on necks, ears, wrists and fingers for the coming years.

"These fairs are the most important shows in the U.S., and from them we can spot the trends, replenish our supplies and look for the newest most exciting products on the market to bring our customers," says Susan Fotos, owner of Higashi Pearls & Fine Jewelry in Lemoyne, PA.

Once again, creativity abounds, with some of the most alluring designs bursting onto the scene. Buyers can find everything from pearls to platinum, gemstones to gold and all things in between. What's more: exhibitors come from all parts of the globe to join the Americans and Swiss, with a significant presence by the Asian market, the Italians and the South Americans, among others.

Trends this year revolve around feminine allure, with jewellery being more open and airy in an effort to keep price points attractive. Often the designs sway with the moves of the wearer for breathtaking beauty. Other important motifs attracting retailers and ultimately customers this year are nature-inspired themes (florals, vines, birds, insects, fauna, marine life), geometrics (particularly those reminiscent of the Art Déco era) and infinity circles and ellipses. Although femininity is on full display, men's jewellery also has an important role to play in many lines.

## DIAMONDS

Diamond delights abound – with white diamonds gaining plenty of company. Diamonds in all hues, from pink to blue, yellow and

cognac are stealing the limelight. Generally, diamond jewellery falls into either one of two categories: high-end pieces with fancy cuts, or more affordable pavé pieces to suit opening prices.

New Daniel K diamond jewellery features large centre stones surrounded by accent diamonds, and especially coveted are the stackable Uternity Bands in white and fancy coloured diamonds. Diamond bridal jewellery in platinum and gold remains an ever-popular category, as designers focus on fancy shapes and stunning scrollwork to attract lovers who appreciate the beauty of renaissance appeal and floral enhancements. Kirk Kara, for instance, designs knock-out handcrafted engagement sets for men and women in platinum and gold with the newest Dahlia line featuring delicate floral accents.

Designer Gregg Ruth is working with fancy coloured diamonds, including cognac, in a new collection called Aztec. A series of more than 60 pieces, Aztec draws its inspiration from a mix of motifs from the Southwest sunset to golden desert tones.

"We are re-engineering Gregg Ruth & Co. for 2010 by creating new lines that are more accessible to today's consumer, without sacrificing the prestige of the brand," explains company CEO Gregg Ruth. "We've always enjoyed success working with layers of visual texture. Many of our new pieces begin with a concave surface of cognac-coloured diamonds that are then overlaid with a decorative grill made of blackened rhodium, combined with tiny white diamonds in micro pavé setting, which gives the pieces a complexity and a level of detail not often achieved in an under \$5,000 retail price point."

Black diamonds remain an important category, too, especially when juxtaposed with their white brethren. New from Giorgio Visconti this year is the Icone 2010 collection of simple lines and contrasting materials thanks to unique combinations of black



> From the new Aztec collection by Gregg Ruth, a ring set with cognac and white diamonds.



> These Daniel K Uternity Bands are crafted of the finest diamonds and stack beautifully.



> From Brazilian jeweller FR Hueb, this bracelet is crafted from diamonds, pink milk quartz and white quartz.

and white diamond pavé in elegant spirals for rings and pendants. Often the brand is creating modern symbols such as flowers and fruit in diamond designs mixing black diamonds and with colour from such sources as carnelians, turquoises, coral, lapis, tsavorite, rubies, sapphires and even pearls.

**COLOURED STONES**

Incredibly important this year is abundant colour. Brightening even the dimmest mood, coloured gemstone jewellery ranges from bold designs to pavé beauties – again with an emphasis on nature and life. Making its JCK debut this year, Dyanne Belle by Deb Schechter combines versatility with femininity in pieces crafted with colour. Especially alluring are her chunky cocktail faceted and cabochon rings set in gold, silver and platinum.



> Silver Ice Cuff bracelets from David Yurman.

“In fashion today, designers are showing a lot of layering, and I definitely think that this concept can and will easily transition into the jewellery market,” notes Schechter. “Texture is another trend that is important this season in fashion, but it has been one of the hallmarks of my brand since its inception nearly a decade ago. To me, there is nothing more chic than combining a rich hammered metal with some of the incredible stones that I hand select to work with, like African rubies, agate or smoky topaz.”

**INSPIRING DESIGNS**

Particularly inspiring designs are emerging from the South American market and countries such as Brazil and Mexico, and focus on bright pink, blue and green gems, among others. Brazilian fine jewelry company Goldesign Jewelers, for instance, offers a distinct delicacy and lightness in its newest collection of bees, ladybugs, birds, leaves and flowers crafted in gold with diamonds and gemstones. Colour selections range from pearls to orange opals, guava quartz, chocolate diamonds, aquamarines and jades for refined beauty. Designed by Ana Marcia Albuquerque, who signs the exclusive collection, Goldesign is inspired by the diversity of Brazilian stones and uses them in non-conventional designs, believing that the existence of jewels surpasses time and translates a personal history.

Other important collections from Brazilian designers include the Tattoo collection from Manoel Bernardes. This series uses gold in different textures to produce the effect of body art. The brand takes white and yellow gold and plays between ellipses and circles for various effects of light, dark, depth and texture. The pieces in the collection are then further enhanced with diamonds and gemstones to bring in movement and modernity. This treatment creates a stunning look for ring shanks, pendants and bracelets – often set with shimmering coloured gemstones for bold appeal.

Brazilian firm Vianna has developed its new Prosa collection of coloured gemstone jewellery inspired by prose or rhyme-less poetry. The line features a repetition of the oval shape in graduating sizes – resulting in a fluid, articulated design. Particularly wonderful are the cascading earrings in yellow gold set with rhodolite garnets, pink tourmalines, blue topaz, London blue topaz and diamonds. ▶

> This bracelet from Goldesign Joias, Brazil, stuns in gold with turquoise and diamonds.



> From Brazilian jeweller Vianna Joias, these Prosa earrings are crafted in gold and set with rhodolite garnet, pink tourmaline, blue topaz, London blue topaz and diamonds.



> From Manoel Bernardes, Brazil, this Tattoo ring is handcrafted using colour and texture to achieve the namesake effect.



> From Brumani, these Sissi aquamarine and peridot earrings are mixed with diamonds and set in 18 kt gold.



> From Stephen Webster, this In Deep Stingray ring is set with black diamonds.

Photos: Rogério Franco (1), PR (6)

## SERVICE



> From Mexico's Sabelli, this stunning gold floral ring reflects nature's beauty.



> From the Primavera Collection by Roberto Coin, these bracelets are made using cutting-edge technology resulting in incredibly light-weight flexible pieces crafted in 18-karat rose, yellow or white gold.

## METALS AND MORE

Other trends to witness at the show include charms and charm bracelets, as well as the next evolution of bead jewellery. Rosato unveils its new My Dog collection of jewellery dedicated to the pets people covet. Both a gold and gemstone line and a silver and enamel series are being created for the My Dog line. Charm bracelets, necklaces and pendants depicting puppies of different breeds in different postures painted in enamel make individualised statements.

In gold, a host of wonderful trends are on offer as designers work the metals to ever finer degrees with open, airy links taking centre stage and unusual engraving and detailing trying their best to steal the limelight. Platinum remains ever important, especially in the bridal arena. New metals are coming into play as well, as jewellery houses and designers are creating in palladium, titanium,

more sterling silver (including coloured), steel (including PVD coated), bronze and other metals for alternative price points and selection. Wood, rubber and other materials are other contenders this year.

In the new K. Brunini Body Armor collection, part of the Shapes of Strength series designed to show the power of women with images found in nature, buffalo horn earrings and sterling silver tribal pendants and functioning sundials are the materials of the day.

"These eternal symbols of protection are both tribal and elegant; physical reminders to stand up for what we believe in ... to weather storms and survive in lost seas," states Brunini.

Adding sterling silver and enamel to his New Cities collection of architectural rings, Tournaire unveils Moscow, Paris and New York, not only in gold but also in sterling and colour.



> From Mexico's Meckech, everything is handcrafted using sterling silver, sometimes mixed with gems.



> From Icelink, this new MOOD3Q watch is crafted in stainless steel with 2 ct in diamonds and a wing motif.



> All new, this SEAH watch is an astrological timepiece that combines time and personal identity. This Gemini version is a 38 mm steel chronograph.



> This Persepolis Automatic from Ritmo Mundo features an inner watch case that revolves within an outer one to offer two separate watch dials – one on front and one on back.

## TIMEPIECES

One of the largest categories at the JCK and Couture show, watches have so much to offer this year. Everything from fashion timepieces to sport watches and multi-function complications commands attention. Diamonds and gemstones adorn watches to varying degrees, and colour reigns in every price point.

Interesting twists come in the form of bone accents in the Mood collection from Icelink, which unveils its first round watch line. Also alluring is the new Snow Collection, with the Ice Fuel round watch with wings on the dial that let the mood drift. Another creative turn comes from SEAH Watches, an all-new brand releasing astrological timepieces. Each watch features a trademarked astrological sign, a unique trademarked bezel design and an alluring concept that ties personality with the earth, sky, sun, moon and hours.

Indeed, the list of creative new pieces goes on and on – but a full timepiece review must wait for another issue. Stay tuned.

Roberta Naas

### JCK LAS VEGAS Show 2010

June 4-7, 2010; Sands Expo & Convention Center/The Venetian Resort Hotel & Casino, 201 Sands Avenue, Las Vegas NV 89169  
Exhibitors: more than 2,500  
Expected Attendees:  
Thousands of retailers from the US and around the world  
Opening Hours:  
Friday, Saturday, Sunday: 9:30-6:00 pm, Monday: 9:30-4:00 pm  
Register online: [www.jcklasvegasshow.com](http://www.jcklasvegasshow.com)

### COUTURE 2010

June 3-7, 2010; Wynn Hotel, 3131 Las Vegas Blvd, Las Vegas NV 89109  
Exhibitors: more than 200 international top brands and designers  
Expected Attendees:  
More than 4,000 retailers from the US and around the world  
Opening Hours:  
Thursday till Sunday: 9:00-5:30 pm, Monday: 9:00-4:00 pm  
More information: [www.couturejeweler.com](http://www.couturejeweler.com)

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