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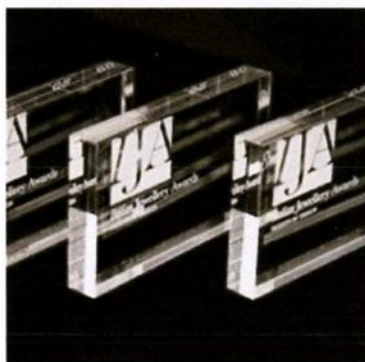
PEOPLE / PARTIES / EVENTS

**Industry gathers in Amalfi for
inaugural Italian Jewellery Awards**

15 Nov 2008

This weekend the first Italian Jewellery Awards were held in Amalfi, at the Hotel Santa Caterina, a venue known to be frequented by Brad Pitt, Angelina Jolie and Hilary Clinton.

Jewellery industry guests from across Europe were treated to a catwalk show with dancing models showing off jewellery designs. Afterwards a soul singer entertained the crowd into the early hours. This is the first event of its kind and was launched this year by the Directorate of Agriculture and Industry Development from the Campania region to celebrate the skills of Italian artisan jewellers and goldsmiths. There was however one category in the awards open to British designers, which was won by Marisa Horden of Missoma.



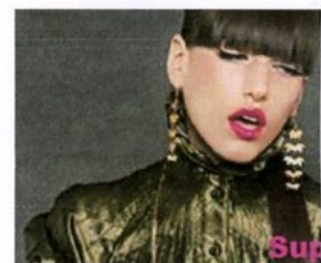
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Retail Jeweller Poll

At the Global Luxury Forum in Mosi Carrera y Carrera boss Nathalie Ge luxury brand doesn't need heritage Yes, a brand can rely on the quality products

No, high-end jewellery needs to be prestige

>> [View Results](#)





Award-winning pieces from Missoma



Jewels with the X Factor



Cheryl Cole wore two Shaun Leane cuffs

Cheryl Cole has been supporting British jewellery talent while she champions the country's musical talents in her role as a judge on *The X Factor*. The *Girls Aloud* star wore pieces by Shaun Leane for two weeks in a row last month.

Designer Shaun Leane said: "Cheryl Cole is the ideal of the new modern woman – beautiful, stylish, independent and confident. This embodies the ethos of our brand." On November 8 Cole wore Leane's tusk cuff and the following Saturday she wore his tusk earrings.

Product placement can be a lucrative opportunity for jewellery brands, acting as a celebrity endorsement rather than an advertisement. Daniel Williams of Profile PR, which represents jewellery brand Lola Rose, said that as long as you match a celebrity carefully with a brand the collaboration can have sparkling effects. "The personal style of the celebrity must work with the collection, as must their target demographic," said Williams. "We are always delighted when a celebrity develops a close personal relationship with one of our brands, however it must obviously be a relationship that is symbiotic and benefits both parties."

When it came to the perfect brand ambassador for Lola Rose, Williams called on a personal friend who just happens to be a judge on *The X Factor*. "Luckily, I am friends with Dannii Minogue and she has agreed to wear Lola Rose for us," he said.

However, there are other routes to celebrity product placement if you don't happen to have a celebrity friend. RV PR has managed to get its jewellery clients Presshus and Whats About Town on *The X Factor* by working closely with the stylist for the show Victoria Adcock, who also styles Victoria Beckham and Christina Aguilera. It sends in samples of the jewellery to Adcock and she has used them to accessorise contestants Diana Vickers, Laura White and Rachel Hylton.

Other brands to be featured on the show so far this season include Lara Bohinc, when its Lunar Eclipse necklace was worn by Cheryl Cole, and urban watch brand Black Dice, which was worn by contestants JLS and Austin Drage.

Italian Jewellery Awards celebrate in style

The Italian Jewellery Awards were launched in the glamorous location of Amalfi's Hotel Santa Caterina on November 15.

The sole category open to UK entrants was Young British Talent Designer of the Year, which was won by Marisa Horden of jewellery brand Missoma. She said: "I can't believe I've won – it's the first award I've ever entered. We are absolutely thrilled to win as it's a real honour to be nominated amongst such great company and to be recognised for our designs." The brand was praised for its jewellery specialising in 18ct gold vermeil and semi-precious stones.

Other big winners on the night included Damiani as the Most Innovative Italian Jewellery

Brand and Dodo (a sub-brand of Pomellato) as Most Innovative Italian Jewellery Flagship Store.

Guests from across Europe were treated to a catwalk and dance show as well as a soul singer who entertained into the early hours.

The event was launched in honour of the authentic crafts and skills of Italian artisan jewellers and goldsmiths within the region. It is organised by the Directorate of Agriculture and Industry Development from the Campania region in collaboration with the UK's jewellery and gift show Spring Fair.

Judges included Jonathan Kendall from De Beers and Françoise Tessier, head buyer for fine jewellery at Browns in London.

Swarovski unveils 2009 atelier collections

Swarovski has launched its atelier collections for spring/summer 2009, featuring limited-edition, exclusive handmade jewellery and accessories.

The new collections feature collaborations with fashion designers Viktor & Rolf (pictured), Christopher Kane, Jonathan Saunders and Giles Deacon, along with jewellery designers Pippa Small, Mawi and Erickson Beamon.

The atelier collection is available for selected independent retailers.



Hot flames of crystal, designed by Viktor & Rolf