

J^{the} Jeweller

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The Voice of The Industry



The National Association of Goldsmiths
Representing Jewellery Retailers since 1894



Colour confidence –
coloured stones still in vogue

Christmas gift ideas

Young designer stars of the future



The Jeweller is produced
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British Jewellers' Association

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a range of precious materials including silver, gold, beads, stones and pearls.

Mishka – handcrafted in silver and gold vermeil, together with gemstones, pearls and crystals, Mishka's bold and sensuous pieces reflect a mix of cultural heritages from the Middle East, Central and South America. Her celebrity fan-base includes such names as Pixie Lott, Kimberley Walsh and Lemar.



Daisy Knight



JuditB – Judit Blumenfrucht works with clients to create their own one-of-a-kind pieces that reflect their personality just as much as hers. Her modern jewellery reflects her love of art and architecture, particularly the Art Deco period – designs are architectural with the sharp angles and geometric shapes used to compose every piece.

Nest Creates – design duo Zoe Youngman and Kate Thornley celebrated Nest Creates' first birthday with the unveiling of their Clouds and Mosaic collections in platinum, 18ct gold, orange sapphire and diamonds. The lineds are inspired by a mix of the historic (Indian miniature paintings) and the modern (computer generated pattern). ■

TRENDS FOR THE YEAR AHEAD

Stylesight's Autumn/Winter 2011 MegaTrends predict a rich season, full of paradoxes, chic simplicity, futuristic primitivism and techno-future aesthetic.

Composition takes inspiration from Impressionism, soft painting, and modest design – a retro-handcrafted feeling. Bangles, bibs and collars have a craft-couture spirit.

Evolution expresses a desire for Sci-Fi futuristic imagery tinted with a primitive attitude. Statement jewellery balances sharp rings with crystal spikes, with chain mails and stacked strips of metal.

From less is more to more is more – Rave has an upbeat free-spirited attitude. Strong architectural accessories break up the neutral palette with glossy, reflective surfaces and saturated neon hues that reinforce this geometric style.

Sandrine Maggiani, European trend director, Stylesight.com.

The New York based trend information company will be presenting its autumn/winter 2011 MegaTrends Forecast at IJL at 12 noon on 5th September.

"There's a lot of experimentation with new technologies within high fashion jewellery – CAD and CAM, laser-welding, cutting and etching. And these designer-makers are also exploring different combinations of materials like wood, ceramics and rubber. This is also linked, in some cases, to the trend for more ethical working – building a story around alternative materials. Small businesses are where new ideas and trends are coming from."

Sally Leonard, Jewellery Connections

"For autumn winter... fashion jewellery will see: fur, brown and black, 70s looks and a return to craft – but in a fashion aware manner. With fine jewellery there's a more classic, chic eighties style... no more rock'n'roll motifs. We will also see conceptual arthouse jewellery, minimalism and space age seventies modern trends."

Nathalie Kabiri

"One thing is sure: ordinary and expensive is over. People are looking for many emotions to be stirred if price means skipping a few mortgage payments. I believe smaller brands who do not benefit from the international mega marketing of the big players, have to offer a client the feeling that they belong to something special."

Stephen Webster

"There's a trend towards very large statement pieces, including brooches and emblematic pendants – it's highly individual. However, there is also a strong sense of nostalgia – harking back to traditional keepsakes in smaller scale jewellery, such as lockets and secret compartments. One Year On at New Designers saw great contrasts between the dramatic and the intricate, like the little boxes in precious metals by Hannah Livingstone."

Thorsten van Elten, New Designers

"I hope that the Ethical, Fair Trade, Fair Made movements will become mainstream and LJW will continue to work with organisations to educate and inform retailers, the buying public and designers. At the show large statement pieces were really making it into most collections and that encourages the use of new and innovative materials and techniques, as the work becomes more like art."

Della Tinsley, London Fashion Week

"At the Swarovski trend presentation during London Jewellery week, new strong femininity was highlighted as the key trend. And nature will continue to have a strong influence with water having a notable dominance in all areas of design. This week we launched Flow, our new collection of diamond set rings, earrings and pendants which have a very natural, organic feel. I believe the consumer will seek out jewellery which excites and tells a story."

Naomi Newton-Sherlock, Domino