



## PRESS INFORMATION

### Information about the Autumn-Winter Collection 2010/2011

#### La Comtesse



*“La Comtesse” takes us back to an age before electric lights, a time when colours had shadows and everyday light and darkness were mystical experiences. We think of paintings by Rembrandt, whose lifelong interest was the light that lives in the darkness and thereby sets the stage for life: dramatic, pitiless and always mysterious.*

*“La Comtesse” is jewellery from the twilight: as if caught in candlelight, its character changes. The materials and elements let certain associations shimmer through, such as uniform braids, wax beads and strong chains in a “herringbone” pattern. This is a collection that catches the eye but doesn’t let itself be captured: it’s somehow timeless and plain while remaining ostentatiously confident.*

*Its two moods-built from colour and light-make deep impressions. One is warm, crafted from gold and brass filaments like a heavy brocade curtain; the other is blue-black like the depths of night. It’s the mixture of drama and the uncertain that makes “La Comtesse” so universal and modern, whether casually in jeans or all dressed up. Everything works: it’s all just a trick of the light.*

#### Burlesque



*Always sexy but never cheap! The ladies of burlesque-illustrious stars from the turn of the last century-mastered the art of stripping without revealing everything. Even when they removed a single glove, it was pure eroticism.*

*The glove also has a starring role in the “Burlesque” collection. It stands for nostalgia and provocation, for the game of lust that seeks-and finds-not only just the right intensity but also the perfect moment. It’s about form and movement, suggestion and grace. Dita von Teese revived burlesque for the modern era and became one of the most dazzling sex and fashion icons of recent years. For her, burlesque is more than just a show, it’s an attitude that demands the perfect style all day long! For this reason, “Burlesque” is a collection that-while it may be full of night-time glamour-is “daywear ready.” It’s a playful collection with more than enough lust for life, cute sparkling eye-catchers (roses, bows, a little poodle!) and stylish eroticism.*



## *Mongolian Princess*



*There are blue skies over Mongolia on more than three hundred days a year. There's not a cloud to be seen, and it's so clear that it looks unreal, even almost surreal. This impressive "more real than real" effect permeates the "Mongolian Princess" collection. It has strong, deep colours and powerful forms that subtly scintillate, making them seem weighty and airy at the same time. The result is a joyful, confident alertness that combines contemporary glamour with the timeless values of traditional Mongolian jewellery. Concentric circles, hand-embroidered ornaments and staggered metal coins make each piece an eye-catcher, in the best sense of the word. Both the opulent and the smaller elements of the collection, then, live from an unmistakable presence that*

*shines strikingly but discretely on the woman who wears them.*

*Along with the blue of the Mongolian skies, "Mongolian Princess" is available in an opulent mixture of colours reminiscent of the grandeur of traditional Mongolian clothing. The red "collection tribe" interprets the colours of the "yurts," the nomads' tent-like dwellings. Materials are based on the "deel," customary Mongolian garments, and reflect the jewellery's dual character: the harshness of nomadic life (symbolised particularly by the use of leather) and the dazzling dignity of a princess in velvet and silk. The playful mixture of forms and materials can not only be seen but also felt. We can touch, marvel and jingle like a princess. And if this is not enough for you, you can simply turn the jewellery around and immerse yourself in a different look.*

## *Technic Aesthetic*



*"Technic Aesthetic" is the kind of collection that Fritz Lang might have used in his futuristic 1927 masterpiece "Metropolis." Logical, clearly structured forms come together like laws of nature: haphazard but compellingly staged. It's like looking through a microscope, into a machine or at secret floor plans. Not only the form but also the functionality is pure technology, like the way the characteristic elements are mounted, forming a seemingly self-explanatory utopian aesthetic. Pure, austere and seemingly functional, it brings together the*

*yearnings of many eras. It could be called timeless, or also retro-futuristic. This is today's vision of yesterday's future.*

*It's a cool look: succinct but full of inner strength; without frills and ideal for business or bar.*



## *Eye of the Cobra*



*These stones seem to shine even in the dark. They're loud and dominant-real rocks-but somehow they seem to conceal a mystery: like an old treasure, a source of energy or a spell. This is jewellery that fascinates, like the snake that captures us in the gaze not only of its deep, round eyes but also of the "third eye" on its skin.*

*On the one hand, "Eye of the Cobra" is a splendid demonstration of power. On the other, it's a collection with a sense of detail and playful nuance, as when a rounded, reptilian chain encircles the large stones or "snakes" downwards into knots and loops.*

*"Eye of the Cobra" is jewellery in the classic tradition: feminine and proud. Make a big entrance: don't be shy!*

## *The Alchemist*



*Jewellery has always been a lucky charm, and with "The Alchemist," Miranda Konstantinidou goes just that little bit further. The collection's jewellery not only depicts lucky symbols but also entire lucky formulas. They're composed of different signs and images that merge into a magical unity. Like an alchemist who has the power to make gold-that is, happiness-or to transform the elements, the three parts of the collection stand for a mystical world that works like a magic spell.*

*"The Promise" (symbolised by a snake, apple and heart) suggests a lost paradise. A blank scroll stands for our own, as yet unwritten, formula for life.*

*"The Raven" is a symbol of wisdom and prophecy (hence the crystal ball) and of the dark sides we must overcome.*

*You don't have to be superstitious to appreciate this collection. But you're allowed to be. And you can look good all the while. It helps.*

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