



FRIDAY, MAY 29TH

Couture Jewelers Focus on Accessible Style

With recession putting a damper on high-ticket sales, Couture jewelers are aggressively courting price-conscious shoppers with secondary lines that promote affordable style.

“For years, I’ve been asked to do a silver line and I always said no, that’s not who I am,” said Isaac Levy, founder of Yvel, a luxury pearl jewelry firm based in Jerusalem. “In January, I was at dinner with retailers and they all said I needed to do silver.”

Levy took that advice. He unveiled his new Daniel by Yvel collection of mother-of-pearl and silver jewelry at a party on the Sunset Terrace on Thursday night. The opening price point is a mere \$95.

“We were overwhelmed today,” Levy said. “We’ve had people lining up at the booth, literally lining up.”

The demand for more accessibly-priced pieces has even inspired long-time gold aficionados to diversify.

Roberto Coin, the Italian jeweler best known for his dense gold and diamond jewelry, recently introduced the Capri Plus collection of bangles, rings and earrings, his first ever line employ-



ing wood and silver. A bangle in wood retails for \$4,500 and in silver for \$2,400. Compare that to \$13,500 for the same piece in 18-karat gold.

Even the watch brands are setting their sights lower. Philip Stein is promoting multihued straps this season as an easy and inexpensive way to freshen a look without breaking the

ISAAC LEVY, FOUNDER OF YVEL, SHOWS HIS NEW PRICEPOINT-CONSCIOUS LINE, DANIEL BY YVEL, TO EDITOR RANDI MOLOFSKY AT A PARTY CELEBRATING THE LAUNCH OF THE COLLECTION, WHICH RETAILS FOR AS LITTLE AS \$95.

U.S. Market Lures Firms From Overseas

The Couture show is playing host to a number of first-time international exhibitors, who see promise in the American jewelry market, the economy be damned.

The French Trade Commission, for example, helped three high-end French brands—Mathon Paris, Umame Paris and Joia—participate in Couture, in the hopes of fostering greater trade between the two nations, said Senior Trade Attaché Camille Wiart.

Greek jewelers, while not supported by a governmental organization, have also been drawn to the American market. Elena Votsi, a talented designer based in Athens, has brought her collection of gold sphere earrings, raw amethyst pendants and geometrically-inspired rings to the show. Her compatriots, the designers at Athens-based Lithos, have done one better: Although they exhibited at Couture in the past, they opened their first



THE GINKGO RING BY UMAME PARIS, A FIRST-TIME EXHIBITOR AT COOUTURE, FEATURES A TAHITIAN PEARL SET IN EBONY WOOD AND 18-KARAT GOLD.

U.S. office this year, and are taking part in Couture again to elevate its visibility.

While entering the U.S. market in the midst of an economic crisis may not seem like a sound strategy, the newcomers are convinced that the show is the right platform for growing their businesses.

“Couture Las Vegas is the first step of a company strategy to present our jewels in selected markets, which include American, Japanese and United Arab Emirates ones,” said Patrizia Terracina and Siumara Meliti, the designers behind Patrizia Siumara Via Montenapoleone, a six-month-old brand from Milan. “A challenge that we have decided to front in a period of crisis without fear, but with determination and optimism.”

Even designers from as far afield as Asia are staking their future on the American consumer. Forever Jewels, a Singaporean manufacturer, is showing at Couture for the first time this year, proving that, for designers the world over, the U.S. is as seductive as ever.

DAILY SCHEDULE

Friday, May 29, 2009

7:00am – 5:00pm

REGISTRATION OPEN
Alsace Ballroom

7:30am – 8:45am

BREAKFAST
Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

8:00am – 9:00am

AMERICA’S BEST JEWELER
BREAKFAST WORKSHOPS
THE SOCIAL MEDIA DASHBOARD
Mouton 1, Open to retailers only

9:00am - 5:00pm

COLLECTION FLOOR OPENS
COOUTURE DESIGN AWARDS GALLERY
– ON-SITE VOTING/TICKET PICK-UP
Lafite Ballroom

9:00am - 10:00am

OPEN BEVERAGE BARS
Lafite/Latour Ballrooms

LUNCH

12:00pm - 1:30pm

Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

3:00pm – 4:30pm

COOUTURE CANDY CLASSIC
PRESENTED BY DEPARTURES MAGAZINE
Sunset Hallway

3:00pm – 4:00pm

OPEN BEVERAGE BARS
Lafite/Latour Ballrooms

4:30pm – 6:30pm

COOUTURE COCKTAILS
Sunset Terrace Patio
Complimentary Wine & Beer (Open to Exhibitors, Sponsors, Press, VIPs and Cornerstone Retailers) Badge required
Cash Bar - Available to all

9:00pm - 12:00am

LATE NIGHT LOUNGE
MARDI GRAS
Tower Suites Pool
Soft drinks will be served; Cash Bar
Open to exhibitors, sponsors, press,
Cornerstone & VIP retailers - Badge required

UPCOMING TOMORROW:

8:00am – 9:00am

AMERICA’S BEST JEWELER
BREAKFAST WORKSHOPS
STRATEGIES FOR COMPENSATING AND
RETAINING KEY TALENT
Mouton 1
Open to retailers only

Richard Mille Debuts Four Models at Show, Including Sophisticated Ladies Tourbillon

Not only is Richard Mille exhibiting at Couture for the first time this year, the show marks the U.S. debut of four new models and a very rare personal appearance by Mr. Mille, the genius watchmaker known for his mind-bending complications and pioneering use of alternative materials.

For 2009, a long awaited addition to the ladies' collection at Richard Mille is the RM019 "Celtic Knot" Ladies' Tourbillon wristwatch. The first and most striking feature of this new creation is the diamond studded Celtic Knot that traverses and weaves itself over and through various parts of the movement, connecting and joining winding barrel, power reserve indicator and tourbillon in an endless cycle. The hour and minute hands are striking in their asymmetrical placement within the flowing lines of this Celtic Knot pattern.

Dating back to the 5th century, the Celtic Knot is the most emblematic and identifiable artwork in Celtic history. The symbol, also referred to as the mystic or endless knot, suggests that in life there are neither beginnings nor endings, consequently



reminding us of the timeless nature of the spirit. With its unlimited and returning pathway, the Celtic knot symbolizes an uninterrupted life; it is both an emblem of longevity and the never-ending cycle of our existence.

Brought into the domain of technical haute horlogerie, this eternal symbol takes on a new relationship with the timelessness of time itself.

The base plate of the watch has been crafted from black onyx, a variety of cryptocrystalline quartz chalcedony composed of silicium dioxide,

(SiO₂). Onyx varieties with rectilinear black and white parallel stripes are actually a part of the agate family, whereas the fully black type is what is commonly called true black onyx. This is a gemstone able to deflect and channel harmful energy towards the earth. Due to this ability, black onyx is considered a stone of protection against negative thoughts, as well the stone of equilibrium and inspiration. Adding a refined visible touch, the tourbillon endstone bridge on the onyx base plate side is also engraved with a Celtic knot.

Keeping with the technical nature of all watches created by the brand, the RM 019 utilizes a newly developed power reserve indicator that makes use of a differential gearing system, directly connected to the winding barrel. Via a red line etched on its surface, the direct turning of the power reserve barrel allows the wearer to easily note if the watch requires winding.

The RM 019 "Celtic Knot" Ladies' Tourbillon will be available in 18-karat red or white gold cases, finished with a specially sculpted, Alcryl colored crown.

The Magic of de Grisogono Jewels

De Grisogono Founder and Chairman Fawaz Gruosi has a unique approach to design. From resplendent necklaces to outsize cocktail rings, de Grisogono's High Jewellery creations are exquisitely rendered in a distinctive use of precious stones.

Amethysts, yellow diamonds, multi-colored sapphires, tsavorites—the latest creations are a testament to Mr. Gruosi's way with color

A pair of earrings set with tsa-



avorites and a cascade of yellow diamonds pays homage to the sunlight. A precious ring in pink gold set with a 26-carat rubellite, 234 emeralds, 272 brown diamonds and 26 diamonds is like a gourmet delicacy, immortalized. A sublime necklace set with a shower of black and white diamonds returns Mr. Gruosi to his first love.

Enhancing nature's marvels, de Grisogono is renowned for its unrivaled expertise in the technique of setting. The brand is reputed for its prowess in this particularly intricate skill and this year again demonstrates its proficiency in the art of combining creativity and expert craftsmanship. The top craftsmen in the brand's jewelry department give flawless expression to Mr. Gruosi's designs. By making light of the difficulties and focusing on the details that make all the difference, de Grisogono has created for itself an unrivaled position in the world of high jewelry, as a brand of unflinching originality, elegance and creativity.

Mathon Paris Charms the U.S.

For its maiden run at the Couture show, French jewelry manufacturer Mathon Paris is premiering its latest interpretation of auspicious animals with the Lucky Animals Charms Collection, a six-set compilation of intricately carved and jeweled charms in shapes of dragonflies, dogs, ladybugs, owls, frogs and turtles. Crafted in 18-karat white gold, the charms showcase an eclectic mix of tsavorite garnets, blue sapphires, Paraiba tourmalines, moonstones, emeralds, and white and champagne diamonds. Retail prices start at \$3,500.

Mathon Paris entered the U.S. in Fall 2008 and has since captivated jewelry lovers across the country with its highly regarded Lucky Animals Collection. Despite the economic downturn, retailers are reporting regular sales of the company's bejeweled creatures. Bestsellers include the Ring Tortue

with Mandarin Garnet (retail price \$31,328) and the Ring Grenouille with Peridot (retail price \$28,378).

Mathon Paris is showing at Couture Las Vegas under the Joaillerie de France Pavilion at Booth #228.

