



SUNDAY, MAY 31ST

And the Couture Design Award Goes To...

After more than 10,000 votes were cast online and 4,000 cast on-site, the Couture Design Awards crowned 13 winners in front of a live audience at the Encore ballroom last night.

Barbara Heinrich won Best in Gold for a sculptural gold leaf necklace in 18-karat gold with diamonds. Roberto Demeglio took Best of Platinum honors for a zebra-like platinum and carbon fiber bracelet with black diamonds. The Best of Silver award went to Armenta for the Nobility Cuff, an oxidized silver cuff bracelet accented with 18-karat gold and set with rubies, quartz, diamonds, and white sapphires.

Stephen Webster won Best of Diamonds for his Jewels Verne necklace in 18-karat white gold set with pavé diamonds and diamond drops. The Best of Natural Color Diamonds award went to La Reina, for a bracelet featuring yellow and gray diamond slices.

Arman took Best of Colored Gemstone honors for a 22-karat gold and oxidized silver bracelet with lapis lazuli, orange sapphires, and diamonds. Zobel Atelier won Best of Pearls for a magnificent conch pearl ring with natu-



ral pink diamonds in 18-karat pink gold and platinum. The Best of Bridal award went to Pamela Froman for her Crushed Melange wedding set in 18-karat pink, white and green gold with diamonds.

Sevan Biçakci won Best of Men's Jewelry for his cufflinks in rose and yellow gold and sterling silver, set with black diamonds and featuring two paintings by miniaturist Hasan Kale.

La Reina won again in Best of New Trends for a pair of diamond earrings fashioned out of titanium.

The Best of Timepieces award went to Milus for its limited edition 1919 model in 18-karat red gold.

Greek designer Elena Votsi earned Best New to Couture for a bold handmade 18-karat gold ring with diamonds. And Yossi Harari took the Best of Haute Couture award for the second year in a row for his handcrafted 24-karat gold and "gilver" fire opal rose ring with orange sapphires and purple diamonds.

Hollywood Goes to Couture

Last night's Couture Design Awards, which featured a special guest appearance by Rachel Zoe, the celebrity stylist who stars on her own Bravo reality show, the Rachel Zoe Project, capped three days of celeb sightings at Couture, a reminder of just how important the jewelry industry is to Hollywood.

Jill Zarin, one of the *The Real Housewives of New York City*, kicked things off at Wednesday's opening night reception, where she presided over the unveiling of the nominees for the Couture Design Awards. Two days later, her fellow housewife, Bethany Frankel, made the show rounds, saying that all of Zarin's boasting about being asked to participate in the show had made her jealous.

Meanwhile, Scott Kay brought Hope Dworaczyk, a former Playboy model-turned-E! channel style show hostess, to Couture as his guest. After



CANDY SPELLING, WIFE OF THE LATE PRODUCER AARON SPELLING, DID HER SHOPPING AT COUTURE.

touring his salon and those of other Couture exhibitors, she said she was overwhelmed.

"It's like going to a mall where there's only jewelry," Dworaczyk said.

Yesterday, at an editor's event sponsored by Guerlain, the upscale French fragrance house, Candy Spelling, wife of the late Aaron Spelling, the über-producer behind TV hits such as

Dynasty, *Dallas* and *Beverly Hills 90210*, admired the lipstick designed for Guerlain by Place Vendôme jeweler Lorenz Bäumer.

The highlight, however, came when Zoe mounted the stage at the awards and told the crowd about the crucial role that jewelry plays in her work.

"My first memory was looking at my mother's closet of jewelry—and trying not one piece on, but 50 pieces," Zoe said. "And what's interesting about that is that it really hasn't changed much. I don't believe in minimalism. I plan my outfit and my clients's outfits around the jewelry. I can't live without it and I think it's just crucial to what I do as a stylist. I think of glamour and to me, it's jewelry."

DAILY SCHEDULE

Sunday May 31, 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
TEN CREATIVE IDEAS
FOR OLD INVENTORY
Mouton 1
Open to retailers only

9:00am - 5:00pm
COLLECTION FLOOR OPENS

9:00am - 10:00am
OPEN BEVERAGE BARS
Lafite/Latour Ballrooms

12:00pm - 1:30pm
LUNCH
Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

3:00pm – 4:00pm
OPEN BEVERAGE BARS
Lafite/Latour Ballrooms

4:30pm – 6:30pm
COUTURE COCKTAILS
Sunset Terrace Patio
Complimentary Wine & Beer (Open to Exhibitors, Sponsors, Press, VIPs and Cornerstone Retailers) Badge required
Cash Bar - Available to all

Penny Preville Debuts Bridal Collection

For years, brides have been wearing Penny Preville diamond right hand rings as engagement rings. The femininity inherent to the designer's work made her creations a natural choice for brides and grooms looking for a romantic statement piece.

In response to this market demand, and some very special commissions, Preville created a unique collection of six engagement rings. Each has symbolic motifs or a love story attached to the design.

The engagement ring collection started from the heart when Preville's eldest son asked for a special ring to propose to his college sweetheart, Mara. "We decided to create the Mara ring design around the Art Deco shaped stone, the Asscher cut diamond," Preville said. Once the shape of the stone was decided, the designer went to work on an elegant but simple ring with two leaves parting on the band, side stones and lots of small diamonds.

Preville was asked by Mara's cousin Liat to create a variation on the classic round brilliant cut solitaire six-prong setting. Preville's classic, "with a twist," Liat ring features the center stone in an ornate engraved basket with six-prongs. Diamonds and graceful scrolls are engraved all over the band. The ring's sweetness and splendor comes through clearly in pretty pink gold mounting.



Inspired by the special meaning of the engagement ring to every bride, Preville studied jewelry history and continued the collection with the vintage-style Juliet ring. The ring is named after the heroine of Shakespeare's play and the poetry written for the beautiful Juliet: "The all-seeing sun never saw her match since the first world begun." An ivy leaf motif sprouts from a round brilliant cut diamond center stone in the ring. The English Ivy plant—which is evergreen and thrives even in the shade—not only represents Shakespeare but has also been a symbol of connection, growth, friendship and opportunity for hundreds of years.

Named after the Greek goddess of love and beauty, the Aphrodite ring

displays a lyrical pattern of crossover lines around the band and embracing a round brilliant cut diamond. The intersecting lines on the ring also represent a couple that is together and committed, but still individuals. "I think young, modern couples manage this beautiful balance: commitment to each other and independence," Preville said.

The legendary love affair between England's Queen Victoria and Prince Albert inspired the Victoria ring.

The crown setting for the round brilliant cut diamond is reminiscent of the nineteenth century jewelry the longest reigning monarch of England adored.

The beauty and style of Napoleon's bride, empress Josephine, was the starting point for Preville's Josephine ring. An oval shape diamond surrounded by a ring of small diamonds in a lightly blackened setting infuses the design with the spirit of the nineteenth century. Engraved patterns of scrolls and rosettes cover the band.

Wedding bands for the bride and groom and classic jewels for the bride to wear on her wedding day and all occasions will also be shown at Couture.

Alex Woo Honors Expectant Mothers

This spring, Alex Woo celebrates the launch of her newest Icons collection, Little Baby, inspired by expectant mothers. Realizing that the jewelry industry lacked a fitting way to celebrate the joy of being an expectant mother, Woo decided to give parents a collection that would eternalize their most treasured moments. Chic and classic, the collection holds a deep and meaningful story for the wearer, embodying the essence of the Icons collections. Designed to spark emotion, this collection is comprised of ducky pen-



dants, teddy bears, piggy banks and a dreamy moon cloud. The teddy bear, ducky and piggy bank pendants are available with or without a delicate bow for feminine and masculine versions. The pieces offer a fresh take on the emblems of childhood along with the classic elegance you'd only expect from Alex Woo.

Fusing the soul, pace and style of New York energy into each collection, native New Yorker Woo is an award-winning designer who grew up with a passion for fine arts and sculpture that later took led her to jewelry design. Her eponymous collection is designed to be worn for years.

All pendants are available in silver, gold, and gold with diamonds and the pieces range anywhere from \$148 for silver pendants to \$958 for those with diamonds. The pieces will be sold online as well as at fine boutiques and department stores around the world.

For more information on the collection, visit www.alexwoo.com.

Handmade and created in her own New York design studio, Alex Woo proudly ensures both quality control, and a culture that supports local talent and better business practices. Woo is also committed to helping others reach their goals and contributing to a wider community. The designer is a regular supporter of a wide range of charities and is proud to help raise awareness to benefit those charities.

Anne Sportun's Old-World Elegance

Anne Sportun has been handcrafting her elegant line of finely made jewelry for more than 20 years. Her simple mantra of "Precious. Everyday" has helped her win the hearts of countless fans the world over.

She is proud to announce the launch of her exquisite new collection designed exclusively for the 2009 Couture Las Vegas show. Comprised of a luxuriant pattern of concave gold circles, studded with rose and brilliant cut diamonds, the line includes stacking rings, cocktail style rings, wedding bands as well as earrings and necklaces.

Sportun's evocative combination of material and form is reminiscent of a bygone era with a fresh, modern sensibility. She clusters a lush grouping of gold spheres in a concave pendant that has energy, movement, and a dazzling diamond sparkle. A wide band ring boasts a succession of golden circles randomly studded with a playful mix of old-world rose cut

and contemporary brilliant cut diamonds. It is this mix of old and new that adds a playful dichotomy to so much of Sportun's work.

The collection will be offered in white gold, yellow gold and platinum. Be one of the first to see it at Couture booth D17.

