



THURSDAY, MAY 28TH

Design Darlings

The glitterati of the jewelry world, including members of the press and Cornerstone and VIP retailers, gathered at the pool at the Wynn Las Vegas on Wednesday night to honor 39 anonymous nominees who made it to the final round of the 14th annual Couture Design Awards. Casino magnate Steve Wynn and Jill Zarin, star of *The Real Housewives of New York City*, made surprise guest appearances.

The first round of voting in the competition took place online from May 13 to May 22 and helped narrow down the field of nominees to three in each of 13 categories. On-site voting begins today and concludes tomorrow at 5 pm. It will remain anonymous until Saturday night, when all nominees will be identified by category and winners announced at a gala event at the Encore.

The nominated jewels speak to the trade's ongoing love affair with cuff bracelets, color and unconventional design, as seen in the growing number of pieces that daringly combine precious and non-precious materials.

Diamonds, however, are in no dan-



ger of losing their best friend status.

"I just love diamonds," Zarin quipped to the crowd before singling out her husband, who stood in the audience. "Bobby, are you listening?"

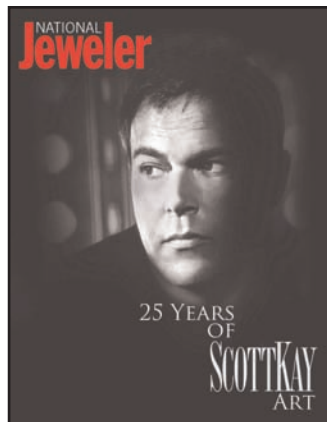
STEVE WYNN WELCOMED MEMBERS OF THE COUTURE COMMUNITY BACK TO THE WYNN LAS VEGAS ON WEDNESDAY NIGHT IN A SURPRISE APPEARANCE AT THE SHOW'S OPENING NIGHT RECEPTION.

E! Network Sets Its Sights on Scott Kay

Smile—you may be on camera. Representatives from E! Entertainment Television, the world's largest producer and distributor of entertainment news and lifestyle-related programming, will walk the show today after filming a segment in the Scott Kay salon, where the brand is celebrating exactly 25 years of American-made, fine bridal and fine fashion jewelry.

The designer, best known for his pioneering work with platinum in the 1980s, approached producers from E!—whose E! Online subsidiary attracts approximately 2.5 million unique U.S. users per month, according to Nielsen/ NetRatings—hoping to position the Couture show as the high-end jewelry industry's answer to fashion week. Kay has also teamed up with National Jeweler magazine to create a special commemorative issue routing his 25 years of achievements.

"We are not celebrating a typical



NATIONAL JEWELER CREATED A SPECIAL COMMEMORATIVE EDITION TO HONOR "25 YEARS OF SCOTT KAY ART."

25th anniversary, but rather a retrospective of all of Scott's numerous accomplishments through the years,"

said Dan Scott, chief marketing officer of Scott Kay. "It's ironic that we are turning 25 on May 28, as this marks the first day of Couture. When I noted that news, I made a beeline to [parent company] Nielsen and we created an editorial special edition that I hope the industry will mirror for others in the future."

Kay has weathered the economic downturn better than most thanks to his foothold in the bridal market, which remains strong despite a precipitous drop in discretionary spending among luxury consumers.

In fact, Kay is so sure of his brand's future that his business is growing when everyone else's is shrinking. Not only is he opening an invitation-only salon in September—dubbed SK66 (an amalgam of Kay's initials, birth month and day)—he's also expanding his manufacturing facility by an additional 6,000 square feet this spring.

DAILY SCHEDULE

Thursday, May 28

7:00am – 5:00pm

REGISTRATION OPEN
Alsace Ballroom

7:30am – 8:45am

BREAKFAST
Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

9:00am - 5:00pm

COLLECTION FLOOR OPENS

9:00am - 5:00pm

COUTURE DESIGN AWARDS
GALLERY – ON-SITE VOTING
Lafite Ballroom

9:00am - 10:00am

OPEN BEVERAGE BAR
Lafite/Latour Ballrooms

12:00pm - 1:30pm

LUNCH
Lafite & Latour Lounges,
Margaux 2 Ballroom
Ticket required

3:00pm – 4:30pm

COUTURE CANDY CLASSIC
PRESENTED BY DEPARTURES MAGAZINE
Sunset Hallway

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

9:00pm - 12:00am

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

Breitling's Chronomat B01 heralds a new era for brand

For 125 years, Breitling, the Swiss brand best known for its aviation-inspired chronographs, has produced watches through a time-honored process known as *établissage*, a French term referring to the assembly of a watch from components made by outside specialists.

The launch of the Chronomat B01 represents a dramatic change to this tradition. Equipped with the brand's very first 100 percent in-house movement, the Chronomat B01 officially ushers Breitling into the ranks of manufacturers, a term of prestige for watch companies that produce their own mechanical movements.

Chronometer-certified like all Breitling movements, the Caliber B01 has successfully undergone the 15 days of merciless testing performed by the Swiss Official Chronometer Testing Institute (COSC). The oversized hands and hour-markers, accentuated by a luminescent coating, guarantee optimal readability while lending exceptional character to the dial. The various control organs—crown, pushpieces and unidirectional rotating bezel—combine comfort and functionality, while meeting the stringent



demands of intensive use. The metal bracelets, as well as the leather straps and their buckles, are designed, produced and tested to withstand extreme traction.

The case of the Chronomat B01 is fashioned from steel or 18-karat gold by a lengthy stamping process that gives the metal its robust consistency. For its steel components, Breitling uses only highly corrosion-resistant alloys guaranteeing enduring quality. The crown, pushpieces and screwed-in backs, as well as the sophisticated gasket systems, guarantee the Chronomat B01 exceptional water

resistance to a depth of 500 meters (1,650 feet/50 bars)—a feat worthy of an authentic professional diver's watch. The scratch-resistant sapphire crystal is glare proofed on both sides to eliminate any undesirable glinting, whatever the lighting conditions and the angle of vision. Its positioning, slightly recessed below the bezel, ensures enhanced protection against impacts.

The Chronomat B01 is available in four versions: all steel, steel with a bezel bearing four solid gold quarter-hour markers; steel with a gold bezel; and all gold. The precious metal comes exclusively in the warm, modern glow of 18-karat rose gold. The model's 70-hour power reserve ensures steady regularity of rate by optimizing the force of the mainspring.

To guarantee the industrial-scale authentic reliability of its first 100 percent in-house movement, the firm has also chosen to innovate its production method. Inspired by a high-tech concept used in other cutting-edge sectors and adapting it to the field of watchmaking, Breitling has developed an industrial production chain concept that revolutionizes traditional movement assembly.

H. Stern draws inspiration from Monet's garden

For its 2009 collection, H. Stern, the Brazilian jeweler, took a metaphorical journey to Giverny, France, where the impressionist painter Claude Monet resided and tended to his private gardens until his death in 1926. Monet didn't like constrained, organized gardens, choosing instead to grow flowers, fruit trees and a variety of exotic plants freely, often grouping them in large clumps according to their colors and textures. With the passing years, he added water gardens and ponds full



of asymmetries and curves. Elements like bamboo and weeping willows were borrowed from Japanese gardens pictured in the prints he avidly collected. He was also fascinated by mist and transparency, and for years painted reflections of his plants on water, rather than the flowers themselves.

Seeking to embody Monet's passions as a painter and his work as a gardener, H. Stern has unveiled the Natur jewelry collection of leaf motifs, interpreted with great attention to the texture and transparency of each leaf. Like Monet's flower beds, which the artist created at different heights to add a sense of volume and dimension, the Natur line uses layered elements and generous proportions in its pendants, earrings and rings to imbue the jewelry with a contemporary yet Impressionistic feel. Likewise, a subtle variation of color in the beige diamonds recalls the change of light intensity and hue throughout the day.

The Natur collection features nine different styles, with retail prices ranging from \$1,400 to \$34,000. The collection made its international debut March 4th in Dubai and was followed by additional presentations throughout Europe. The Couture show in May marks the launch of the collection in North America; it will expand to other Latin American markets through the summer. Natur will arrive in H. Stern boutiques and international retail locations this fall.

Nurturing nature at K. Brunini Jewels

It's easy to recognize a K. Brunini jewel. Launched in 1998, the brand has developed a cult following around its signature organic aesthetic, which uses scale, color and an unusual mix of materials to convey designer Katey Brunini's respect for the power and grace of nature.

This becomes evident after taking inventory of her past collections, all of which capture a distinctly natural vibe: Twig, Vertebrae, DNA, Skipping Stones, Spider Web, Objects Organique and Spirit Animals.

The San Diego-based designer travels the world for inspiration. Her jewels are made of lasting and beautiful materials—precious metals of platinum, gold and sterling silver. She mixes these with diamonds, pearls and rare gems and then incorporates unique elements of wood, bone and antlers to create a raw and refined harmony.

Last year, Brunini introduced her wildest collection yet. Dubbed "Spirit Animals," it features carved bone, wood, and jet animals meant to represent the powerful qualities of "spirit guides" found in the animal kingdom.

The Couture show marks the official launch of the new DNA, The

Double Helix collection, including the bold ring pictured here.

Brunini was recently tapped by the World Gold Council to participate in its "Leaves of Change" initiative, which paired celebrities with jewelry designers to create and auction off collaboratively created

gold jewelry for a charity gala event in May. K. Brunini Jewels teamed up with Rachael Ray to develop custom pieces specifically for the event and its charities.

Roseark, the luxury lifestyle boutique in Los Angeles, honored K. Brunini Jewels and the Spirit Animals collection with an intimate 1920s Parisian cafe dinner this spring. Guests included celebrities, fashionistas, collectors and socialites from around the coun-

try, all of whom arrived in deco dress to fete Brunini and celebrate her jewels. Is it any wonder, then, that K. Brunini Jewels has been nominated for the Women's Jewelry Association 2009 Awards of Excellence "Designer of the Year"?

