

VO + AMERICA

VICENZAORO Jewels & Luxury Programs

SCRATCH
& BOUTIQUE



1st Prize: A trip
to ITALY

THE BUCELLATI EMPIRE

*The family that
shaped Italian
jewellery history*

DR. HARTLEY'S CABINET

*Patrick Ian
Hartley's thought-
provoking works*

AN ODISSEY IN JEWELLERY

*How jewellery
is seen and
perceived*

THE ITALIAN JEWELLERY STAR SHINES ALL OVER THE WORLD

SUCCESS OF ITALIAN JEWELLERY HAS BEEN BUILT UP OVER TIME THANKS TO THE ABILITY TO REINVENT ITSELF AND IMPROVE, ACHIEVING THE HIGHEST LEVELS IN THE INTERNATIONAL MARKET

On the cover: Jewels by DML



Ancient techniques with a modern flavour

Le Sibille. This Roman company has revived ancient techniques to create jewellery today which is both traditional and innovative.

Recreate the spirit and essence of a Renaissance workshop: this is the idea which must have inspired Camilla Bronzini, Francesca Neri Sernari and Antonella Ferragini when they founded Le Sibille, the Roman goldsmithing firm which quickly made a name for itself with its precious jewellery. Although they created a team, Camilla, Francesca and Antonella individually explored their professional profiles and specialised in different sectors, thus complementing each other. Thus the study of the ancient technique of Roman *Minuato Mosaic* led to *Micromosaic* which, as the name suggests, is a microscopic mosaic in the setting of a ring, pendant, or earring...



This ancient technique, thanks to the skillful juxtaposition of rubies, emeralds and garnets, becomes a piece of jewellery. Unique and exclusive. Incredibly original. Alongside this we have *Giganti*, a line in which the union of coloured stones, even the most modest, are brought to life by the radiance of precious stones by means of a technique which is in line with the dizzy heights of goldsmithing. The result is both exclusive and refined. Trade in the most important cities around the world soon followed. And, just as in an ancient workshop, Le Sibille's strong points are accurate design, both innovative and classic, and the creation of models, practically one-off pieces, which are still finished by hand.

AARON SHUM CRACKS CHINA

Thanks to an agreement made with Chow Tai Fook, the Hong Kong maison will take the unmistakable style of its most well-loved line to China: *Coronet Solitaire*.



Coronet Solitaire. Princess Rose, Ionstrella, Flotilla, La Poy... These are all brands which lovers of beauty and jewellery know well and they all belong to one large company, Aaron Shum, which in just under thirty years has conquered the world. The expansion of this firm seems to know no bounds: the news about the collaboration with Chow Tai Fook came out a few weeks ago, the world's largest jeweller in terms of market capitalisation with over 80 years' heritage, manifests in an exclusive distributorship for the Greater China region whereby Chow Tai Fook will launch a new diamond collection in Aaron Shum style on that market: a dream, according to President Shum, that's about to come true: being able to make a piece of *Coronet Solitaire* jewellery available to anyone, anywhere and anytime. *Coronet Solitaire* (seven diamonds set using a special technique to create the effect of a single large stone) fully deserved (the only jewellery brand to receive such an honour), the prestigious Hong Kong Top Brand Awards, as well as many others, but particularly the love of women in America, Australia, Europe, Japan and the Middle East. Now it's time for Chinese women to experience the thrill of Aaron Shum jewellery.