

HONGKONG JEWELLERY

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香港珠寶

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S.J. Lau

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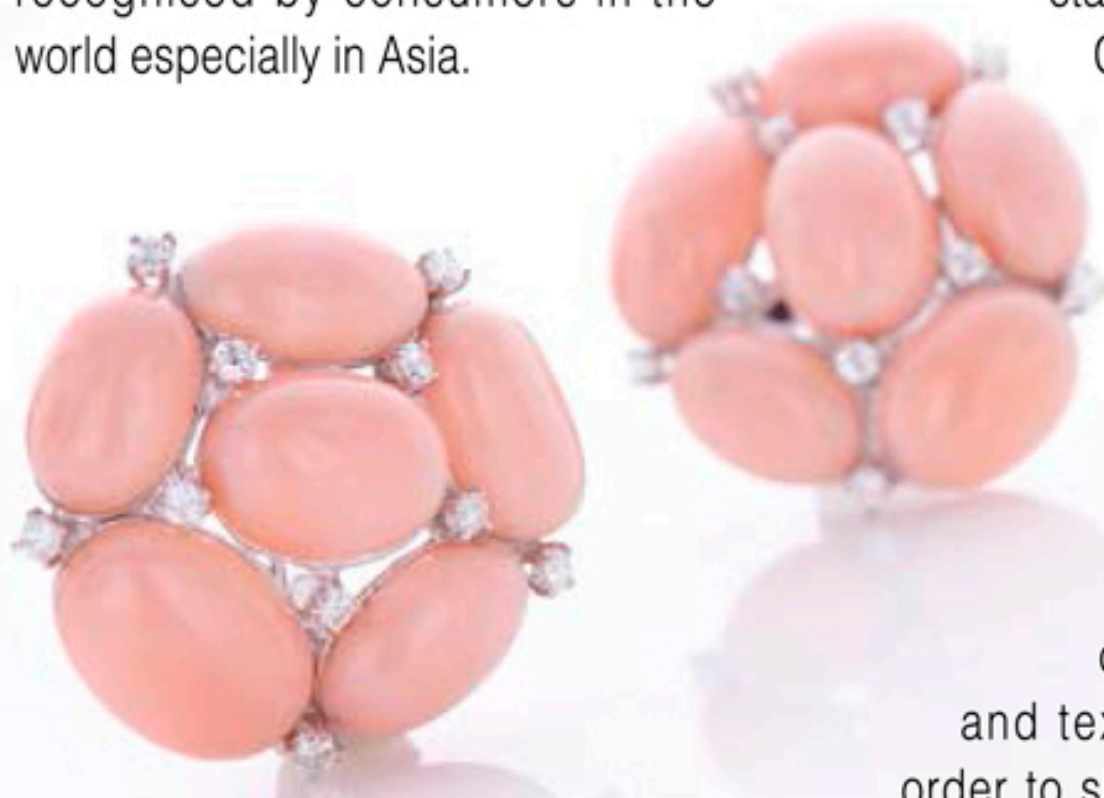
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Italian coral & heritage
意國珊瑚：傳統與傳承

Italian coral - tradition and heritage 意大利珊瑚：傳統與傳承

THOUGH today precious coral mostly comes from Hawaii, coastal Japan, the Mediterranean sea, the Red Sea, and even all around the world, Italy is considered the centre of coral jewellery making worldwide. Major workshops of coral jewellery have been located there from the ancient time. Coral embraces Italian history, culture, creativity and craftsmanship. Carrying strong cultural, symbolic and traditional values, coral jewellery from Italy has been highly recognised by consumers in the world especially in Asia.



LUCKY COLLECTION EARRINGS SET WITH ANGEL SKIN CORAL AND DIAMONDS FROM DE SIMONE
DE SIMONE的「LUCKY系列」淺粉紅肉色珊瑚及鑽石鑲嵌耳環

Torre del Greco, a city near Naples, has been the top coral trading centre for over 200 years, offering the best quality of coral jewellery globally with high publicity. **De Simone Fratelli srl**, a family-run company specialised in making coral jewellery based in the city where the company selects raw materials, designs and makes jewellery,

aspires to grow without losing sight of its past traditions. Over 150 years, the company has devoted to the careful selection of natural raw materials for making the highest-quality coral jewellery.

Fiammetta De Simone, the fourth generation of the family, told *Hong Kong Jewellery*: "We only select the best materials. Only in this way can we guarantee the quality of our products and sustain our company's status in Italy and in the globe.

Coral, a natural organic gemstone from the ocean, is becoming rarer and rarer. It is significant for us to secure the best source of quality materials." De Simone Fratelli srl sources coral around the world depending on its size, colour, colouration evenness, and texture. According to her, in order to show the natural texture and preserve the value of the material, they sell coral jewellery without waxing it. With the masterly polishing technique at the factory in Torre del Greco, the De Simone family creates their own distinctive coral jewellery by focusing on the unique character of each creation.

"Coral is considered the world's unique jewel that carries multi-faceted values. One of the aspects is that coral has a biological life before it is crafted into jewellery. It is the embodiment of



ICON COLLECTION NECKLACE SET WITH AKA CORAL AND DIAMONDS FROM DE SIMONE
DE SIMONE的「ICON系列」AKA珊瑚及鑽石鑲嵌項鍊

history. That is why companies in Torre del Greco seek to shape the jewellery according to the natural contours of the coral but not vice versa. It is distinctive and hence priceless. Such an extraordinary jewel will surely have admirers. It also captivates the attention of those who still do not know it for all that it represents," said Tommaso Mazza, president of **Assocoral**, an Italian national association of manufacturers, goldsmiths, dealers, commercial agents and designers of jewellery and objects with coral, cameo and related materials.



He added that currently the Italian coral jewellery is introduced, promoted and distributed through individual companies and Assocoral. Despite the ever-changing global trends, the history and values inherited in Italian coral jewellery are immortal.

Le Sibille srl was established by three young women from Italy, wishing to recreate the spirit and essence of a typical Renaissance workshop. Taking inspirations from various styles of the Italian ancient goldsmith art in different periods, they draw on the ancient technique of 'Roman Minute Mosaic' or micromosaic, an 18th century miniaturised evolution of the ancient art of mosaic. Their exclusive creation, 'The Micromosaic', combining with red coral and tiny glass tiles called tesserae with different design patterns, is a contemporary and aristocratic interpretation of the past.

With the integration of the ancient arts and techniques in jewellery design, Le Sibille's coral creation is distinctive among Italian coral jewellery companies. One of the three founders, Francesca Neri Serneri who is also the designer explained: "The concept of Le Sibille is



MARIPOSA NECKLACE SET WITH 18-KARAT GOLD, CORAL, HESSONITE GARNET, RHODOLITE, RUBY AND MICROMOSAIC FROM LE SIBILLE
LE SIBILLE的鑲嵌18K金、珊瑚、鐵鈣鋁榴石、鐵鎂鋁榴石、紅寶石及MICROMOSAIC「MARIPOSA」項鍊

to be a guardian of ancient Italian arts and reintroduce them to the modern world. We love the colours, shades and types of red coral. We introduced a coral jewellery line two years ago to meet the global demands especially from Japan, Korea and China."

To bring more awareness to the features of Italian coral jewellery, Assocoral has organised events and projects which focus on the protection of coral, quality certifications, and the



POMPEI CROSS PENDANT SET WITH 18-KARAT GOLD, CORAL, RUBY, ORANGE SAPPHIRE AND MICROMOSAIC FROM LE SIBILLE
LE SIBILLE的鑲嵌18K金、珊瑚、橙色剛玉、紅寶石及MICROMOSAIC「POMPEI」十字架吊墜



PATERNO' RING SET WITH 18-KARAT GOLD, CORAL, BROWN DIAMOND AND MICROMOSAIC FROM LE SIBILLE
LE SIBILLE的鑲嵌18K金、珊瑚、啡鑽及MICROMOSAIC「PATERNO'」指環

unique value of the craftsmanship. Tommaso Mazza expressed: "We organise events to advocate our visions and have received support from the audience. We explain to them that the current status of coral jewellery is connected with the history of generations of families living by the sea."

Besides seminars and discussions held at Italian and international exhibitions, Assocoral has renovated and reopened the Museum of Coral in Torre del Greco which is unique in the world, and debuted an exhibition on coral and cameo, 'Seduzione senza tempo' (Timeless Seduction) at Vicenzaoro January 2015 with great success. According to Paola Guida, Italian trade commissioner of Trade Commission (ICE), ICE is planning to arrange this special exhibition in the Hong Kong International Jewellery Show 2016, showing the history of coral jewellery in Italy from the ancient to contemporary times. ■



POMPEI NECKLACE SET WITH 18-KARAT GOLD, CORAL, RUBY, AND ORANGE SAPPHIRE FROM LE SIBILLE
LE SIBILLE的鑲嵌18K金、珊瑚、紅寶石及橙色剛玉「POMPEI」項鍊

儘管目前珍貴珊瑚主要產自夏威夷、日本海岸、地中海、紅海，甚至世界各地，意大利仍被譽為全球珊瑚首飾的製造中心。自古以來，世界主要的珊瑚珠寶工坊便集中於意大利。意大利的歷史、文化、創意及工藝已融入珊瑚製造中，其珊瑚首飾亦因為強烈的文化象徵和傳統價值被世界尤其亞洲的消費者所認可與熟悉。

意大利那不勒斯附近的小城Torre del Greco 作為最重要的珊瑚貿易中心近200年，向全球提供最優質的珊瑚首飾。家族經營的**De Simone Fratelli srl**主營珊瑚首飾製造，於Torre del Greco挑選原材料、設計及生產珠寶，保持家族傳統的同時展望未來。公司擁有超過150年的珊瑚珠寶製造歷史，仍堅持採用天然珊瑚，生產最優質的珊瑚首飾。

家族第四代成員Fiammetta De Simone告訴《香港珠寶》：「我們只選擇最優質原料，這樣才能保證產品的最終質量、穩固公司於業界及全球市場的地位。珊瑚是一種天然的有機寶石，於海洋中的蘊藏量逐漸減少。有鑑於此，維持高質量標準對公司的成長將更為關鍵。」公司根據大小、顏色、均勻度及紋理等因素於全球範圍採購原珊瑚。De Simone透露，為了呈

現珊瑚的天然紋理及保留原始價值，家族銷售的珊瑚產品均不經打蠟處理，其位於Torre del Greco的工廠擁有高水平的打磨技術，製造出的珊瑚珠寶突出產品自身特性，彰顯家族獨有風格。

Assocoral作為意大利全國性行業協會，專門為經營珊瑚、寶石浮雕及相關材料的珠寶製造商、工匠、經銷商、商務代理商及設計師服務，會長Tommaso Mazza說：「珊瑚被認為是一種蘊藏多重價值的珍稀瑰寶，在製作成珠寶前擁有生命，珊瑚本身就呈現過去的歷史痕跡。在Torre del Greco的珠寶公司都以珊瑚的自然輪廓為本設計首飾，而非以設計為本，珊瑚為副。珊瑚的獨特性令它成為無價寶，有一定的擁戴者，甚至也吸引那些對珊瑚不甚了解的消費者。」

Mazza亦表示，目前意大利珊瑚首飾主要經私人公司和Assocoral進行宣傳、推廣和分銷。儘管珠寶業的全球趨勢瞬息萬變，意大利珊瑚首飾中蘊含的歷史及價值卻經久不變。

為重現典型文藝復興時期工作坊的精神和本質，三位來自意大利的年輕女士創立了**Le Sibille srl**。他們由意大利不同歷史時期多樣風格的工匠技藝中汲取靈感，探索源自18世紀對古老馬賽克工藝進行革新的羅馬微鑲馬賽克（Roman Minute Mosaic）技術。其中「The Micromosaic」



TODRA RING SET WITH 18-KARAT GOLD, CORAL, BROWN DIAMONDS AND ENAMEL FROM LE SIBILLE
LE SIBILLE的鑲嵌18K金、珊瑚、啡鑽及珐瑯「TODRA」指環



ICON COLLECTION NECKLACE SET WITH MEDITERRANEAN RED CORAL AND DIAMONDS FROM DE SIMONE
DE SIMONE的「ICON系列」地中海紅珊瑚及鑽石鑲嵌項鍊

系列鑲嵌紅珊瑚和微小玻璃磚，做出不同設計，對歷史進行一種富當代和貴族氣派的詮釋。

在意大利珊瑚首飾業中，Le Sibille結合歷史工藝與技術進行珠寶設計，使公司的珊瑚系列產品顯得異常獨特。其中一位創立者兼設計師Francesca Neri Sernerri解釋說：「Le Sibille旨在於現代社會弘揚意大利古老文化，成為其守護者。我們熱愛珊瑚的色彩、形狀和種類，因此於兩年前開拓公司的珊瑚珠寶業務，以滿足全球尤其是日本、韓國及中國市場的需要。」

為吸引更多人關注意大利珊瑚首飾的特點，Assocoral針對產品保護、質量認證及工藝的獨特價值等方面組織多種活動及項目。會長Tommaso Mazza強調說：「通過組織活動，我們倡導了正確的願景，獲得了支持者，並藉此告訴他們珊瑚首飾發展至如今的程度源於家族世代居住在海邊的悠久歷史。」

除於本土及國際展會組織研討會和論壇外，Assocoral還翻新並重開位於Torre del Greco的世界唯一珊瑚博物館；於本年1月維琴察展成功首次舉辦珊瑚及寶石浮雕主題展覽「Seduzione senza tempo」（永恆魅力）。據意大利商務專員公署（ICE）的商務專員Paola Guida透露，ICE正計劃於2016年香港國際珠寶展舉辦此特別展覽，以展示意大利珊瑚首飾從古至今的悠久歷史。 ■