

# Jewellery

## FOCUS

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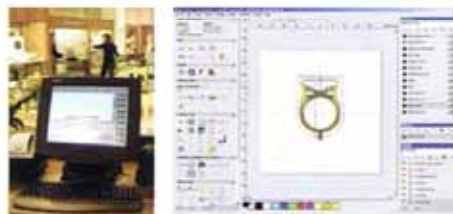
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## Editor's letter

Customers are increasingly looking for something with value and meaning, something which tells a story, represents their beliefs, or has qualities which reach above and beyond aesthetics.



Arguably, this is never truer than in the watch market, where brands have legacies and back-stories that provoke endless fascination for many.

Mark O'Sullivan, who would very much count himself as one of the afore mentioned fascinated, hand-picks in this issue a selection of affordable timepieces for which the selling points aren't uber-expensive mechanisms but interesting histories which have created many dedicated fans.

Along a similar theme, Emma Chapman explains the inspirations, meanings and stories behind the trends for the coming season, as seen at London Fashion Week, and describes how consumers crave the added value of lore, history and perceived opulence.

The pearl has seen something of resurgence in popularity in recent times. No longer solely the adornment of the mature woman, new and interesting shapes are appearing as pearls increasingly become the gem of choice for a younger market. We take a look at some of the latest flattering and feminine pieces available.

Have a great month!

Allison Jacobs  
Editor

# Inspiration at London Fashion Week

At this year's London Fashion Week, culture, luxury and heritage were the key themes in fashion accessories. Emma Chapman explains how these thoughts and references have translated to items across the fashion spectrum

**A**t London Fashion Week, there was a movement away from the disposable towards products that have lasting value. Current trends are about bringing the past into the present to create a sense of culture, significance and heritage.

Accessories must sell dreams and be extravagant. Classic and beautiful last and don't go out of fashion. Quality is important.

The emphasis is on fantasy, opulence and design, underpinned with meaning. A quest for individuality is emerging as a definite backlash to mass-marketed cheap product. Fashion accessories need to tell a story, and have meaning.

The heritage element in design is about bringing history and emotion into the present as is a powerful expression of individual style – it is emotionally charged. This quest for individuality is about redefining our identity. There is a move towards lifestyle product, that which expresses lifestyle, as opposed to disposable product.

The other big trends are the use of rich colours, the exotic, glamour and allure. Colour is the key to emotion, particularly in jewellery.

In my own jewellery label, Emma Chapman jewels, I'm creating glamorous and opulent collections, which are exotic but have a contemporary edge. Using rich sumptuous colours I mix influences of ancient cultures including the Baroque, Roman, Renaissance and Moghul Eras with my extensive travels to the Far East and South America. Inspiration from the vibrant colours, architecture, heritage, and culture of those countries, mixed with ancient historical references, are then given a modern twist – which brings the past into the present.

At London Fashion Week my Baroque Goddess Collection, which is glamorous and luxurious, was inspired by the Arts, culture and architecture of the Baroque Era, and my Pearl Queen Collection was inspired by the Moghul Era and is extravagant and grand, mixing opulent colours with pearls. My Grecian Grape Collection was inspired by the decadent feel of the Roman Era and mixes reds, oranges and purple gemstones. »



Emma Chapman Jewels



» Other accessory designers whose work reflects this current mood include the shoe designer Lucinda Norreys, whose label is Norreys. The inspiration for her work comes mainly from the Edwardian Era to the 18<sup>th</sup> century, taken out of paintings. For London Fashion Week she collaborated with Mackintosh, and designed a boot, to match their latest raincoat, called the Huntsman, which is made of two tone crushed velvet, with black box calf in purples and burgundy. She also designed some patent leather high heel platform boots in collaboration with Vidler and Nixon to match a ladies Edwardian style raincoat. All her boots are handmade and hand-stitched and she uses bejeweled buckles on shoes, and designs boudoir slippers using semi-precious stones, pearls and brocade.

The underwear label, Yes Master, believes that opulence is the key trend, and has created a boudoir feel in its work, reflecting ancient eras, using sumptuous fabrics, lace and gauze which is beautifully detailed, sexy and luxurious.

The hat designer Janie Lawson is working a lot with ruffles and feathers and crystals, using aubergine, chocolate, bronze with flashes of silver and gold in her winter collection, once again reflecting this mood of opulence, quality and individuality.

Another interesting jewellery label is Babylon Sisters, whose vintage influenced work is

**The emphasis is on fantasy, opulence and design, underpinned with meaning**

inspired by Fortini from 1930s Venice. There is a Gothic Romantic Collection and a Victorian Jet Collection and bows, birds, paisley, hearts, flora and fauna. Materials include pearls, horn, semi-precious stones, silk ribbons and wood. The work is distressed to look vintage.

The Accessories label Lowrie, which makes hats, scarves, fingerless mittens, neck warmers and belts is also inspired by vintage, and uses a lot of ruffles and bows, especially drawing on the 1940s. Using knitted and crocheted fabrics, velvet mohair and sequins; the work conjures up notions of another era.

The bag designer Alison van de Lande, is also creating luxurious work – her Duchess Collection at London Fashion Week, which includes a larger bag called The Grace, and a smaller version called The Mini Grace, uses classic shapes and gives them a twist, in aqua blue, pinks, silvers and golds, with contrasting linings.

Designers are creating lifestyle products – classic but fashionable products that have meaning and significance and individuality. Consumers are tired of everything looking the same and are looking for some soul, and designs are reflecting this.



**Emma Chapman Jewels:**  
[www.emmachapmanjewels.com](http://www.emmachapmanjewels.com)