



Crucially, it defies trends and fashion

"My jewellery is very feminine, playful and timeless" **Nadine Aysoy**

Nadine Aysoy

You launched your brand in January of this year. Can you tell us a bit about what you were doing before getting into jewellery? I was born in Antwerp - the global capital of diamonds - into a family of diamond dealers. My grandfather was honoured by the Belgian government and given the title Dean of the Diamond Industry for his services to excellence in the trade. When I was 14, I moved to the banking capital of Zurich. Although I have always been very artistically inclined, I went on to study economics and had a 23-year career as a banker. I worked for the biggest US and Swiss companies in Switzerland, the UK and the United States.

How did you get into jewellery design? I was always fascinated by beautiful art, decoration, fashion and jewellery, and when my last daughter turned six, in September 2014, I decided to go back to school and study gemology. This is how it all started and I naturally went back to my roots. I started designing a collection around pearls in 2015, which gave birth to the

Elle et Lui collection as well

as the Mille et Une Feuilles

collection. I am very lucky to have close ties with Antwerp, allowing me to work with the best atelier and, of course, source the best stones. Initially, I had a few orders from friends and this marked the birth of the company.

How would you describe the ethos of your brand and what are you trying to achieve? I am inspired by the design of the Art Deco period and also nature, for its colours and shapes. My jewellery is very feminine, playful and timeless.

fads, yet offers a modern and classy look. It is also well priced and features the highest quality of craftsmanship and materials. An agent in New York commented that "you get a lot of jewellery for the price" with my designs. Who is your jewellery aimed at in terms of the end consumer?

My clients are jewellery lovers who appreciate feminine work and have an innate understanding of real quality. My customers are husbands buying for their wives, as well as women buying for themselves. My youngest clients are in their 20s and my oldest is reaching 80. I have different collections and different price points, and my designs are conceived to please a wide range of

women. For example, the Petite Tsarina white gold necklace is a fantastic fine jewellery entry piece for customers. In contrast, the Tsarina Spring Flake earrings are a higher price point, but with a real sense of practicality thanks to detachable gemstone drops.

> What sort of UK stockists are you aiming at in terms of department stores and

independent retailers? I launched my brand in January and I have been fortunate enough to have the support of Christie's on London's King Street, who recognised the quality of design and craftsmanship of the brand. We are stocked in Portofino, Italy, as well as St Moritz, Switzerland, and we are working on opening stockists in Zurich. We are stocked in a concept store called To The Nine in London's Knightsbridge. We are also working

(Clockwise from top left) The Elle et Lui collection, Petite Tsarina pendant, Elle et Lui ring and Tsarina ring on major department stores, as well as trendy concept stores in London.

RJ on Instagram

Follow us to see what's caught our eye each day @retailjeweller

We have recently been picked up by an American agency that will represent us in the USA as well as in Europe for Paris Fashion Week. We hope to reach the UK market at IJL, especially leading department stores and independents specialising in beautiful fine jewellery. Which other jewellery brands do you believe yours will sit well alongside? It is very difficult to compare our jewellery brand to another. There are not that many designers creating very feminine fine jewellery besides the famous maisons with a long tradition ar limitless financial backing. My jewellery is really not comparable to any other brand on the market at the moment; it is simply timeless, affordable, wearable and contemporary, and is not trying to convey any other messages than being well made, gorgeous eye candy. What are your expectations from you first IJL show? I will be showcasing my first four collections: Tsarina, Petite Tsarina, Mille et Une Feuilles and Elle et Lui. I look forward to meeting lots of interesting multiple retailers, independents, department store buyers and international buyers at IJL, as well a members of the press and other designed What is the retail price point of your collections? They range from £1,600 (plus VAT) to £10,000 (plus VAT). Why should IJL visitors come to your stand? Jewellery, in my opinion, i what pulls a look together, and I believe my jewellery will make anyone look unique! I look forward to welcoming

Find Nadine Aysoy at IJL (Stand S21)

you to experience my creations.

60 Retail Jeweller September 2017