

BASELWORLD

Daily News

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Magic in its most beautiful form

Chopard delights its customers with a spectacular new collection

Interview by Christel Trimbom

In this interview, Chopard's Co-President and Artistic Director Caroline Scheufele talks about impressive jewellery innovations and other projects that are close to her heart.

BWDN: Would you be willing to reveal the special secret behind Chopard's new haute joaillerie collection?

Caroline Scheufele: Our goldsmiths developed an innovative setting technique that makes diamonds, sapphires, rubies and emeralds seem to defy gravity. The gemstones appear to float as if by magic and kindle a fascinating play of lights. I have always dreamt of creating a jewellery collection in which you can no longer see the gold or the titanium. We primarily use the latter metal for earrings because titanium is lighter in weight than most other metals, for example, gold or platinum.

What other highlights have you prepared for unveiling at Baselworld 2019?

On the one hand, we are presenting several new editions in our iconic Happy Diamonds collection. Plus our popular Happy Hearts collection now includes new bangles that feature oth-

er colours and also, for the first time, three small hearts.

Have you been able to keep the promise to use ethical gold exclusively?

Absolutely. We already began processing fair-trade gold in 2013 with the pieces of jewellery that we made for the Cannes Film Festival. Our customers experience it as an added luxury to know how the jewellery that they have fallen in love with was made. We firmly believe that luxury should be transparent.

Which is your personal favourite from Chopard?

That's a difficult question to answer. At the moment, I feel especially enthusiastic about the Magical Setting collection. Of course, the Happy Hearts bangles are especially close to my heart too – and not just because they are so wonderfully casual to wear but also because their sale enables us to support various aid organizations, such as the Naked Heart Foundation, founded by Natalia Vodianova.

> I.O, D15



Caroline Scheufele,
Co-President and Artistic
Director of Chopard

Earrings from the
Magical Setting collection



EDITORIAL

A warm welcome to Baselworld 2019. I would like to thank you all for your loyalty to Baselworld. Your trust serves as confirmation for us that we should continue along the path that we embarked upon last year.

For the MCH Group, 2018 was not an easy year, since we are undergoing a demanding transformation process. I can, however, assure you that Baselworld is, and will remain, a key element for our company. This year, 2019, marks the transition to a new concept as of 2020, highlighting the show as 'THE PLACE TO BE'. We are convinced that there has to be a world show for the industry in its entirety in the future too.

I wish you exciting days in Basel, interesting encounters and plenty of business.

Hans-Kristian Hoejsgaard
interim CEO of the MCH Group

"Innovation is in our DNA"

Ricardo Guadalupe, CEO of Hublot, talks cars and soccer

Interview By Roberta Naas

Hublot is known for its expertise in new materials and involvement arts, sports and more. Ricardo Guadalupe shares his insights.

BWDN: Is there something new in materials this year?

We invest a lot in R&D, design, materials and movements – in technology – in order to constantly bring innovation into our products. Through our Art of Fusion concept, we are able to create cutting-edge watches and have a very strong identity. Thanks to technol-

ogy and to our engineers, we continue to create groundbreaking products such as the Big Bang Unico Red Magic, with the first red bright ceramic in the world, and Magic Gold, which is the world's most scratch-resistant 18-karat gold. Innovation is in our culture, as it is part of our DNA.

You have two main pillars of interaction: Ferrari and football. Will these be the focus for 2019?

Kylian Mbappé is the newest addition to the Hublot family, joining

the legendary footballer Pelé. Being able to bring together Pelé, who is the patriarch of our Hublot Family, and Kylian, our youngest-ever ambassador, is just one of those unique moments in life, an instant where time stands still to mark history forever.

On the automotive side, since 2011, Hublot and Ferrari have been fusing the very best of watchmaking and automotive expertise by making uniquely designed timepieces characterised by innovation, excellence and performance. Our collaboration has proven to be a real success.

> I.O, A05



Ricardo Guadalupe,
CEO of Hublot

AUGMENTED REALITY

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Business and social commitment

News, ideas and projects by the Venetian jeweller Roberto Coin

Interview by Roberto Chilleri

He is one of the greatest jewelers of all time and is distinguished by his constant social commitment, ranging from his involvement in charities to support for campaigns for ethical jewels, a cause he has been championing for many years now. One commitment, however, appears to demand increasing amounts of energy: Every year, Roberto Coin presents a variety of new products designed for women's tastes and the wide range of prices demanded by today's customers.

BWDN: What are your expectations of the show?

Roberto Coin: Well, as high as ever, because Baselworld attracts a high-calibre international clientele, which is the natural target group of the Roberto Coin brand. These are customers who deserve a lot of attention from us, as their requirements have definitely changed from what they used to be. The trend is towards more frequent purchases, sometimes with fewer expensive pieces since most people today want to buy more often. In other words, the so-called 'jewel for eternity' has become more of a rarity. Then of course there is a demand for first-class services. Fortunately, we have managed to satisfy all of these needs and

have established an outstanding reputation. Customers and consumers are also paying a great deal of attention to the ethical aspect.

Do you mean social responsibility?

Exactly. Computers and retailers are increasingly aware of the traceability of products and raw materials, from diamonds to gold. This was something that concerned us in times when there was less awareness, before it became a matter of public concern: More than twenty years ago, I was among the founders of the World Diamond Council. And long before the international certification system came into being, I started buying metal and diamonds exclusively from safe sources.

If we move on to a more mundane topic, will you be presenting many new features in this show?

As in every year, there will be a fair number, and we will be trying to

offer a good selection of new ideas compared with what you can find on the market: diverse styles, a variety of colours and different price classes. Apart from the prices, I would also like to say a few words about the new models in the Rock & Diamonds collection, which, in my opinion, ideally combines the essence of gold and diamond jewellery with a contemporary spirit. And, as the name implies, it manages to convey positive vibrations through a little bit of rock.

What about your projects after Baselworld?

We recently opened a store in the Fashion Avenue of the Dubai Mall. At present, we are preparing for the opening of a strategically positioned franchise boutique in Baku, Azerbaijan. And then, I must confess that – now that I'm no longer quite so young – I would like to have more time for myself as well as a little for the charities that I have always been committed to. Fortunately, my younger son intends to become more involved as soon as he has graduated. Not long ago, I had a call from Ca' Foscari University of Venice asking me to speak to future managers. One of the things that I said and repeated to them was that life is not just about business...

> 1.1, D39



Rose gold knocker earrings with black jade and diamonds

A question of trust

The DiamondGroup presents the GIA Box

By Axel Henselder

Few laboratories enjoy a reputation as excellent as that of the renowned Gemological Institute of America (GIA), which is regarded as one of the industry's leading and most trustworthy institutions. This year at Baselworld, GIA-certified quality diamonds from the DiamondGroup are on display in noble gem presentation boxes.

Crafted from real wood and elaborately coated with piano lacquer, the new GIA box is the ideal instrument for the upscale gemstone trade to use for the presentation of diamond solitaires. The special highlight: Each shop can personalize the box with an engraved metal plaque. A collection of solitaire jewellery thus becomes an elite private label. Each box contains an assortment of 750 gold jewellery: four rings, four necklaces and four pairs of earrings, each with either four- or six-pronged settings. All gems are GIA-tested, and each piece of jewellery comes with a corresponding certificate. The box is available with sets of diamonds weighing



The DiamondGroup's GIA Box with certified top-quality diamond jewellery

0.30, 0.50, 0.75 or 1.00 carat each, in either G-SI1 or F-VS1 quality. All the cut stones are graded as 'triple excellent' and 'no fluorescence'. GIA numbers are lasered into the jewellery as well as into the gem's girdle. All rings in the usual size range of 50 to 56 are available directly from stock. A perfect staging for the king of gems! The GIA certificates also ensure confidence and reaffirm the jeweller's competence. The box is an ideal sales instrument for leading jewellers worldwide.

> 1.2, B21

It's easy to change

Mattioli delivers fresh, colourful style for jewellery that can be different every day

By Annalisa Fontana

Imaginative play is the key to matching the colours of jewellery and clothing. It's an easy task with the latest ready-to-wear version of the unmistakable Puzzle collection, designed by Licia Mattioli. Rounded corners, beautiful irregularities, colourful mother-of-pearl and rich woods, in interchangeable trapeze forms, can all be combined with gold and diamond pavé elements. The results are rings and earrings that change with the occasion, plus

necklaces and bracelets that can be joined and worn in as many as seven different ways.

1.2, B71



Puzzle bikini necklace in pink gold and interchangeable coloured mother-of-pearl beads



Roberto Coin

Yellow gold bracelet with diamonds

Strong, also in challenging times



Arpita and Divyanshu Navlakha founded their jewellery brand Sutra Jewels 10 years ago – in the middle of a severe financial crisis

Interview by Christel Trimborn

It might have been the name – the Sanskrit word 'sutra' means 'a collection of sacred verses' – or perhaps it was simply the amazing creativity and quality of their collections that made Sutra Jewels strong even in difficult times. The jewellery lines created by this wife-and-husband team of Arpita and Divyanshu Navlakha and worn by red-carpet stars are distinguished by their spectacular gemstones and fuse a remarkable use of colour with innovative construction. While Arpita is responsible for jewellery design, her husband travels to the remotest corners of the globe to find perfectly coloured precious gemstones.

BWDN: Baselworld 2019 is the first time Sutra is presenting its collection in Hall 1.2. What are your expectations for this new location?

Divyanshu Navlakha: We have high hopes for the new hall location and are looking forward to being in a fresh space. It seems as if Baselworld has made many strides to improve both the exhibitors' and the attendees' experience. We



A dream in white and pink: bracelet from the Anniversary Collection with white opals (27.60 cts), pink sapphires (25.50 cts) and diamonds (11.70 cts)

are happy to remain a part of this very important show.

The industry is undergoing rapid changes. Where do they have the strongest impact on your company?

Sutra has always remained true to its core values. We make truly unique products which assure that our brand will continue to survive and thrive, even in the most difficult times. We started Sutra during the 2008/2009 financial crisis in the United States and we have always operated on the strength from that.

Which new collections will Sutra present during the show?

To celebrate our company's 10th birthday, we have created a small but very high-quality Anniversary Collection, which shines with creative combinations of the finest coloured gemstones. Furthermore, we are also presenting our

entire Scintillae Collection this year for the first time. The special feature here is that each Scintillae piece has a framework of gemstones around an intense glimmer that sparks from the centre of the jewellery, where the diamonds are intricately mosaicked together by nearly invisible prongs.

Do you see any jewellery trends for the upcoming season?

Sutra tries not to pay attention to the trends because we prefer to create them. Right now, cabochons such as opals are big for us. We are using them in new ways such as setting them into haute joaillerie pieces and using them with rose cuts to create newer, edgier looks with the classic stone.

> 1.2, B63

Butterfly ring from the Mademoiselle B. collection made of diamonds, rubies and white gold



Spring Fever

Stenzhorn lets noble butterflies fly

By Christel Trimborn

Meticulously crafted from diamonds, rubies and white gold, the butterfly rings in Stenzhorn's Mademoiselle B. collection seem to spread their wings as gracefully as their natural role models do. Stenzhorn wants its collection to be understood as a tribute to female beauty and as a celebration of every woman's radiance, grace

and strength. In a mosaic setting, the forms of butterflies are shaped out of rubies, sapphires, emeralds and carré diamonds. The rings come in three sizes: Petit, Miss and Madame. Each size features two differently shaped forms, defined by rounded or sharp wings.

> 1.2, B60

Jewels that interpret stories and passions

Licia Mattioli's versatile, customisable high jewellery and ready-to-wear creations reflect her devotion to colour and contemporary art

By Annalisa Fontana

To pass through 150 years of the history of jewellery is proof alone of a company's great vitality, and to do so while always remaining on the crest of the wave points to a remarkable ability to innovate.

Mattioli is the oldest jeweller's in Turin – as evidenced by the historic 'I TO' stamp that identifies its pieces – and has built its success on the basis of a historical tradition of goldsmithery and craftsmanship that continues to be managed entirely internally.

Today's collections reflect the particularly creative, imaginative spirit of Licia Mattioli, who runs the company and knows how to reinterpret classic luxury, breaking out of the mould if she has to. Three collections can be considered emblematic and representative of the brand's ability to evolve,

combining precious materials such as diamonds and gold with innovative materials, including mother-of-pearl and titanium.

As the name unequivocally suggests, the Fireworks jewellery collection takes its inspiration from luminous explosions of colour, all played out on flashes of colour that bring to mind the paintings of George Seurat and the pointillism technique.

The Life collection offers the ancient, timeless symbolism of the tree of life, combining the refined delicacy of pink gold, a signature feature of the creations of the Turin brand, with the modernity of titanium and the brightness of white diamonds in the interweaving of roots and branches.

References to art are evident in the Puzzle collection, a testament to



Fireworks ring in white gold, white diamonds and tanzanite

the passion and expertise of Licia Mattioli, a lawyer by training and entrepreneur by vocation. In addition to moving with confidence through the business world, her inexhaustible energy has also led her to open a contemporary art gallery in Turin to promote and launch young Italian artists, all while still managing to combine her work commitments with cultural interests. In Mattioli's bold use of colours and trapezoidal shapes, we find hints of Kandinsky, Mondrian and Calder, flashes of abstractionism, and echoes of the seventies.

> 1.2, B71