

L'Avorio Che Possiamo

(The ivory that we can)

PAG. 66

VOGUE ITALIA 833

For Alexandra Mor, a pioneer of responsible jewelry, luxury and value brings with itself essential principles. For example: find an ivory alternative that saves elephants.

di MARIA GRAZIA MEDA

Gold ring, tagua nut (vegetable ivory), with smokey cut topaz emerald, made by the new york designer ALEXANDRA MOR.



Fine.

« In the Balinese philosophy of Tri Hita Karana, anything to be considered precious must adhere to the essential values of sustainability. Alexandra Mor, an American, creates "different" jewels, precious beyond appearance; high jewelry, respecting both man and nature. In 2004, while Alexandra was documentary director, she enrolled in a jewelry course and immediately felt at ease with metal work. She presented her first collection in 2010 at by the Phillips de Pury auction house in New York. Today she is a leading figure of responsible jewelry, a pioneer in the use of tagua nut, the vegetable alternative to ivory, which she weaves into her designs with gold, emeralds, and diamonds. Since 2017, Mor has also been the artistic director of The Protagonist, the event created by Vogue Italia dedicated to designers focused on environmental impact. How can we reconcile luxury and sustainability? «We all feel the desire for real change,» she replies. «No matter what we choose to do, what matters is that what we choose will make a difference».

PAG. 66

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