



JOLIE

PRESS BOOK

She's Back to Broadway

ANGELINA JOLIE
Raising Six Kids, Playing Strong Women, and Seducing Johnny Depp in *The Tourist*

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LUCIFER VIR HONESTUS
fine jewelry

About History

WWW.DIAMOND MONDAY

Bags, Belts New for Lucifer Vir Honestus

WITH AN EYE ON CRAFTSMANSHIP of the past as well as on the future, fine jeweler Lucifer Vir Honestus is expanding into handbags, belts and e-commerce.

The Italian house, which is named after a 14th-century Milan goldsmith, is growing beyond its rarefied, one-of-a-kind fine jewelry pieces that are favored by fashion's in-crowd, including Sarah Jessica Parker.

The 12-year-old brand, founded by the wife-husband team of Luna Scamuzzi and Paolo Mandelli, will inaugurate lucifer-vir-honestus.com next month.

Scamuzzi's unique amorphous designs are known for their incorporation of rare and unusual gemstones in irregular cuts, such as rubellite, tourmaline and amber set into baroque rose gold settings with granulation and diamond accents.

The line is sold at Barney's New York, Ylang 23 in Dallas, Marissa Collection in Naples, Fla., and at other exclusive specialty stores internationally, including boutiques in Russia, China, Italy and Japan.

"I use many different kinds of stones that have to be beautiful for color, shape, brightness and size," said Scamuzzi, who works alongside Mandelli, a former financier and the brand's business manager.

Accessories were a natural extension for Scamuzzi, who in 2006 started to create belt buckles for a Japanese customer. Such organic-looking belt buckles, created in sterling silver, became the basis for the bags, which range from crocodile clutches, finished with a decorative metal fib to a tote with hardware in shades of nude, black, gold and olive green.

Prices for belts begin at \$1,000 and bags range from \$6,000 to \$9,000. Fine jewelry retails from \$1,000 to \$80,000. Rings, for which the house is most well known, average \$4,000 to \$8,000.

Scamuzzi said the expansion was more organic than strategic.

"We want to make jewelry in the best way that we can and the best quality that we can," she said.

"We think that in this moment a lot of people try to make everything and it can hurt the quality of products. A good job needs to be concentrated in just one thing. The future will be in the high quality of goods and not in the quantity."

—S.C.



Ring, bracelet and clutch by Lucifer Vir Honestus.



Drew Barrymore



Drew Barrymore



Alicia Keys



Alicia Keys



2011 Elle



KATY PERRY



Scarlett Johansson



HAIRUP LOOKS
HOW TO PULL OFF...
EASY RUNWAY
HAIR, RED LIPS,
SMOKY EYES





Bryce Dallas **Howard**

W

2002 **W**

clients. The Birdie ring, with its large green beryl stone, was inspired by the sculptural Russian-style yellow gold and ruby jewelry she has seen in museums.



Bella Luna



Luna Francesca Scamuzzi, who trained as an architect, creates her sculptural gold settings around fire opals, morganite, green beryl or amber. She doesn't like to sketch a design. "I prefer to sculpt the material and make it by hand," says the Menate, Italy-based jeweler, who uses lost-wax casting methods for her jewelry collection, Lucifer Vir Honestus, named after the pseudonym used by Milan's first guild-registered goldsmith. Scamuzzi sources her gems around the world. "I love stones," she says. "I think, 'How would I like to wear this stone?' And so the magic starts, and jewels come out."

Gold, beryl and diamond ring, \$9,300, and gold and tourmaline ring, \$9,000, both at Barneys New York; Luna Francesca Scamuzzi

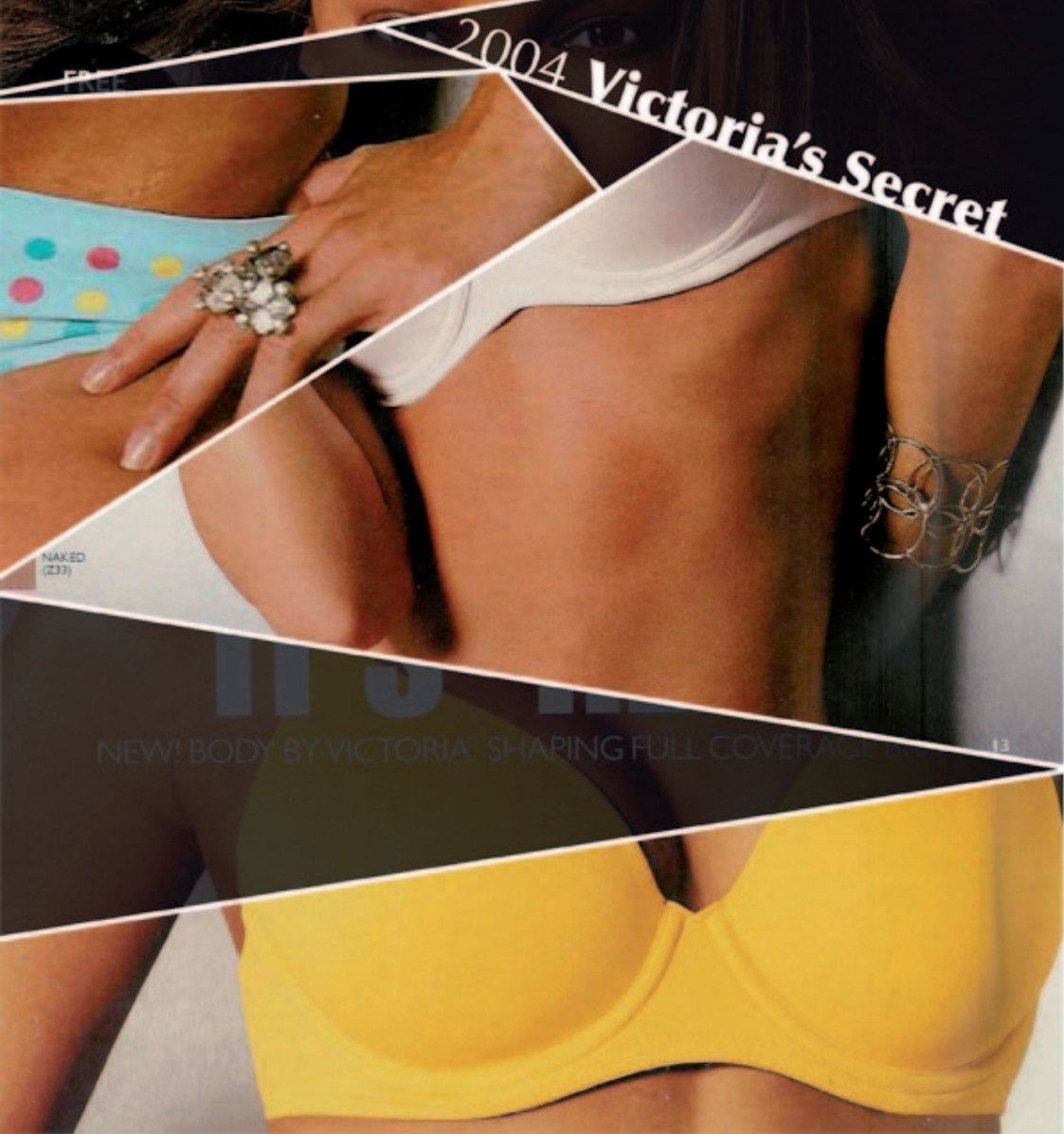
138 NOVEMBER 2002

When Personal Trainers Do More Harm Than Good

Paris's Other Woman:

VICTORIA'S SECRET

SPRING FASHION 2004 VOL. 3



Olivia Wilde



InStyle

CELEBRITY+LIFESTYLE+BEAUTY+FASHION



LOVE 2003 InStyle



Jennifer Lopez

JANUARY 2003
\$3.99 US \$5.95 CAN
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INSTYLE.COM AOL KEYWORD: INSTYLE



Marie Claire

GIMME
T IDEAS

2010 Marie Claire



WHAT WE LOVE NOW
HOW TO WEAR IT

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IDER MAN ROCKS:
for \$5-\$60 Million
o & Taylor
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Dec 2010 Vogue

SILVER BELLE
The rigid, angular collar is balanced by the free-form curves of a silver cuff. Balenciaga by Nicolas Ghesquière sunglasses with chain; Bergdorf Goodman, NYC. Giambattista Valli metal collar, \$1,125; Kirna Zabête, NYC. Bottega Veneta leather clutch (\$2,100) and dress; Bottega Veneta stores. Lucifer Vir Honestus turquoise and-diamond frog ring; Barneys New York, NYC.

FIRE AND ICE

A burnished 18K-gold collar warms up icicle-cool white. Gaia Repossi for Alexander Wang necklace; reposs.com. Lucifer Vir Honestus gold knuckle ring; Barneys New York, NYC. Zandra Rhodes for Pologeorgis fox stole, \$1,500; (212) 563-2250.

...ny Shoes and Bags
...parkling Metallic Makeup

Which really
CROW
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lamour Returns

MAKING IT: LUNA SCAMUZZI



WHO: Luna Scamuzzi, designer and co-founder of jewelry company Lucifer Vir Honestus.

WHAT: Organic shapes that evoke sea creatures, with sculptural metals playing off of one-of-a-kind precious and semi-precious stones. Ms. Scamuzzi and her husband and business partner, Paolo Mendelli, travel around the world with their 2-year-old son in search of gems.

WHY: In 1998, while the Milan-based pair was working as architects, Mr. Mendelli designed a necklace and a ring for his then-fiancée. Ms. Scamuzzi became interested in the medieval art of wax molding and the couple soon gave up their day jobs to start a jewelry business. She started out designing rings, and they remain her favorite pieces to create.

HOW: After selecting the gems, Ms. Scamuzzi sculpts a wax mold to "make a story," as she puts it. Once the mold is complete, a goldsmith finishes the metal and a setter places the stones.

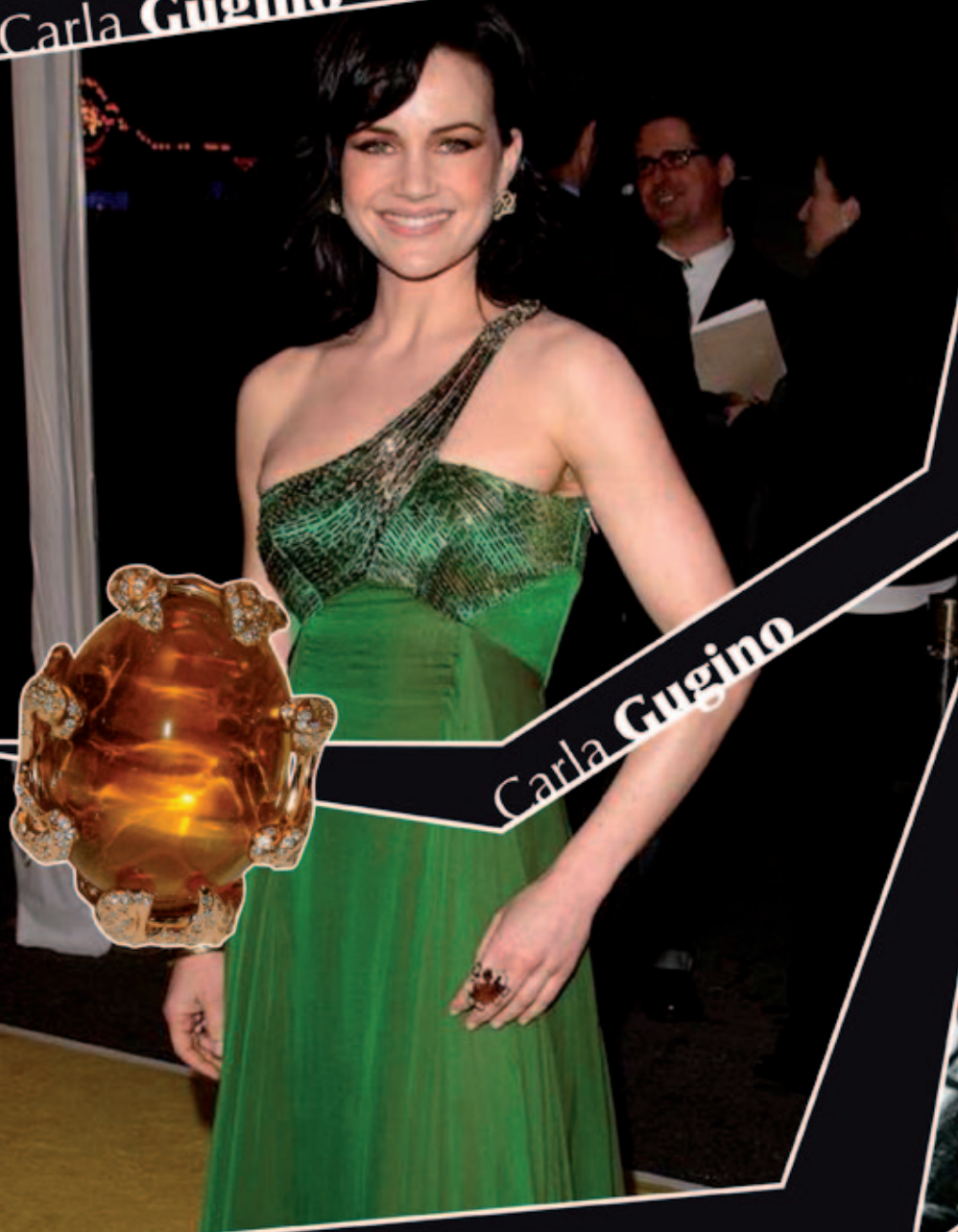
WHERE: Barneys, Ylang 23 in Dallas and Persimmon in Los Angeles carry Lucifer Vir Honestus pieces. The jewels can also be found in Hong Kong, Moscow and Paris.

—Monika Anderson



From left Black Pearl Necklace, \$59,400; Gold Frog Ring With Paraiba and Diamonds, \$20,800; Gold Frog Ring With Diamonds, \$20,800; Turquoise and Gold Necklace, \$7,500

Carla Gugino



Carla Gugino



Rachel McAdams!
On Style, Guys
And All Those
Tearjerkers

2010 InStyle

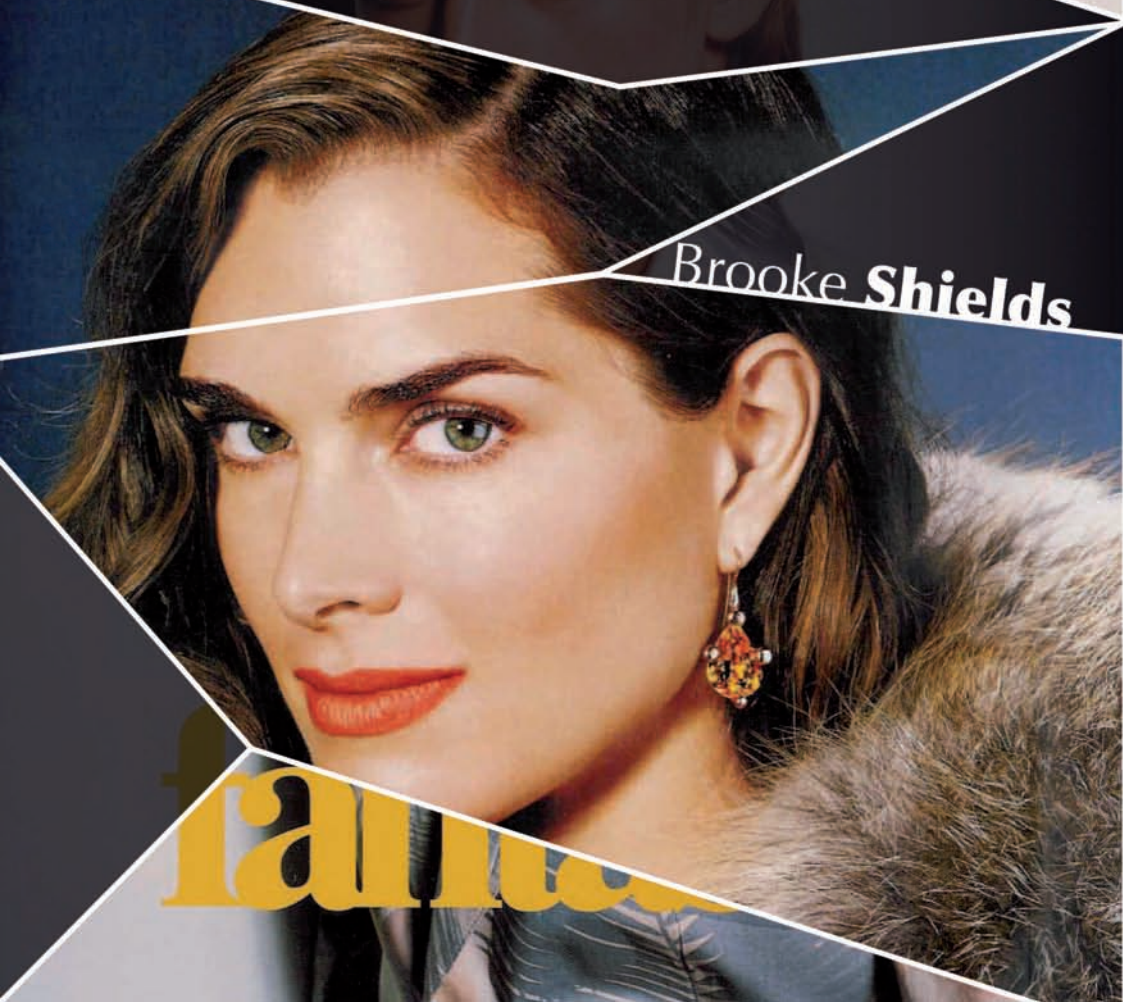
WEAR
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Cute at Ever



L'UOMO VOGUE

2003 L'Uomo Vogue



Brooke Shields

fall



“When you nurture your body, it reciprocates”

7 o'clock the next morning, I chose not to get up and work out. Instead, I stayed in bed an extra hour to catch up on rest. That was my excuse the first day. By the third day, it was about the tread mill. I didn't like it. Not enough cardiovascular support for my knees.

After three days of not exercising, I resolve to stay fit. I dissipate. It's easier to lie to myself. I'm too tired, too busy, there's not enough time. They are part of the downward spiral. Unfortunately for me, the reason to work out is directly tied to eating.

2006 Oprah

The food at the hotel was not to my liking, so I made a special request for something simple that anyone can make: mashed potatoes. The chefs had no problem. And so I ate mashed potatoes and bread every night for the duration of my stay, ten days.

Those days of high-glycemic foods combined with no workout equals ten extra pounds for me. Even worse, I gained weight. I gain the way I felt. Exhaustion. Lethargy. I felt aches and strains I didn't know existed. I knew for sure that this is what aging feels like. Aha! I got it. Working out slows the aging process and makes you more vital. Aha! Aha! Aha!

This is what Bob meant all those years—and why Jack LaLanne is a fitness idol at 91. When you nurture and support your body, it reciprocates. The basis of that support is exercise, like a workout. The most essential benefit is more energy. The bonus is weight control.

IT IS RECIPROCAL: THE ENERGY you expend always comes back. I know this for sure. This is true for all things, including your body. You must nurture it, work it, and it will eventually turn on you. It's

I've been consistent over the years about hating every minute of it. I understood why I had to work out (to not have a fat tush), but I didn't “get it” until this past Christmas in Africa. I'm building a leadership academy for girls near Johannesburg, and I had to

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Hilary Swank



AT
AN A
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PLUS:
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LEGENDARY
LADIES

NOVEMBER 2009 \$4.50



Sarah Jessica Parker



VOGUE

ITALIA

2002 Vogue Couture



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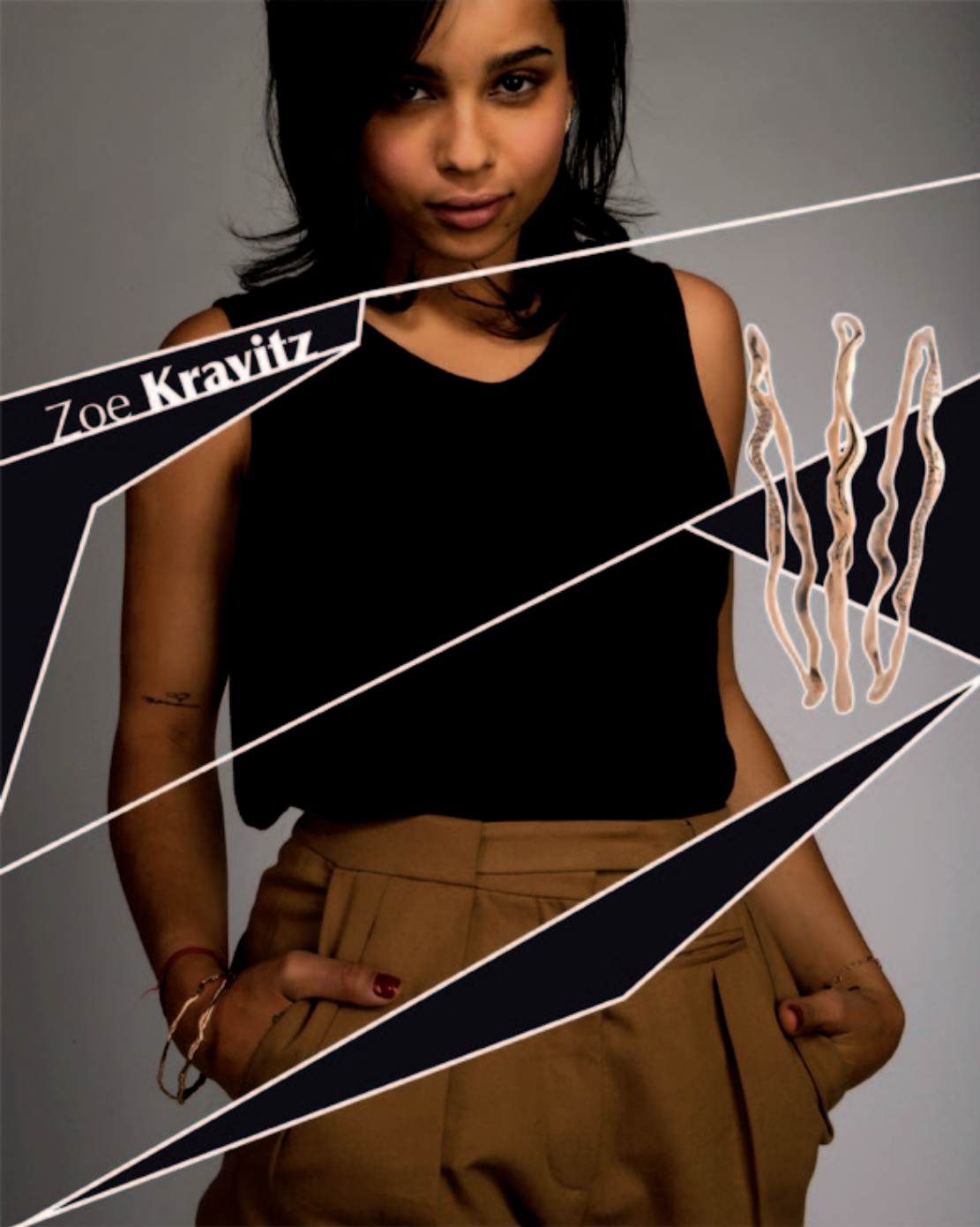
Valeria Golino



PLUS
ONE WOMAN'S

LIVING
FITNESS
WORKOUT

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Zoe Kravitz



Town & Country

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ALL THE

2010 Town & Country

Kelly Wearstler

LAST-MINUTE LUXURIES

MAY 2010 \$4.50



2006 The New York Times Magazine

ROCK CANDY
The Milan-based jeweler Luna Scamuzzi hand-makes each piece in her Lucifer Vir Honestus collection using the ancient technique of lost-wax casting. This 44-carat topaz and rose-gold ring is \$3,000 at Barneys New York.



The New Collection

OMBRE WAVES
Donatella Versace reimagines the classic with this Versace...
Price on request.

TOP PAIN
The Brits' Lisa Z...
to create...
lux...

BEAUTY in the BEASTS

Things are wild in the world of fine jewelry, as designers' wilder wonders make a splash. **2010 WWD**



Lucifer Vir Honestus' gold, turquoise and diamond frog ring.

Solange Azupars-Partridge's 18-karat gold, diamond and enamel dragonfly cuff.

2010 Vogue gioiello

VOGUE GIOIELLO

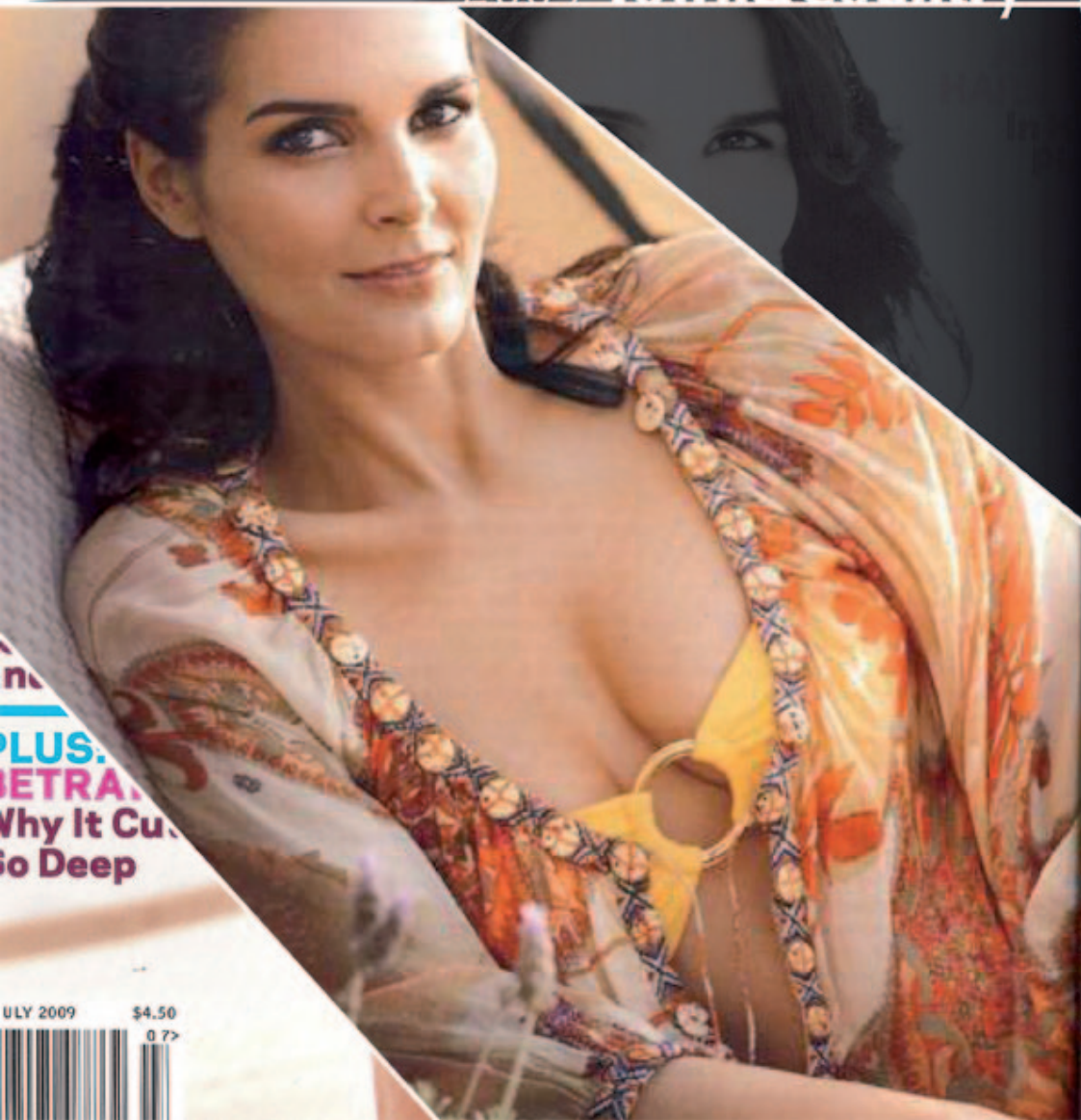
La sua scelta accademica si indirizzava alla facoltà di Filosofia della Columbia University ma il percorso di vita l'ha portata sulle assi del palcoscenico o davanti alla telecamera. Curiosa, attiva, tenera e analitica, hippy, la nipote di Tiziana, la sovrana della moda, è sulla sfilata sull'outfit. Mi piace la sua in pietra di luna e una in turchese di Lucifero Honestus. Sul capo, al centro e sotto, farfalla e libellula con smalti di Misis. Più in basso farfalla con perla di Gianmaria Buccellati. Sul braccio destro, bracciale e anello Vendorafa Lombardi, bracciale coda di topo Oxette. Sul braccio sinistro, bangles Le Sibille, orologio Patek Philippe e anello Lucifer Vir Honestus. Make-up, Christine Dupuys@Face to Face using Smashbox Cosmetics. Hair, Marco Bracca@Closeup Milano. Manicure, Elena Stepaniuk@Face to Face Agency. Fashion editor Gianna Battaglia.



Town & Country

ESTABLISHED IN 1846

2009 Town & Country



Angie Harmon

Angie Harmon
wouldn't have it
W



JULY 2009 \$4.50



ITALIA

VOGUE

2004 **Vogue**



ABITO DI SETA RICAMATO CON
SILVANO DI SERRAVALLE
ANELLI GIOIELLERIA VIM
CILE LA PERLA. SET DESIGN BY
SERGIO SANTO E MARCO. PRO
DUZIONE DI TOTAL MANAGEMENT
FRANCESCO GOTTSCHE LOWE



About All Things:



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