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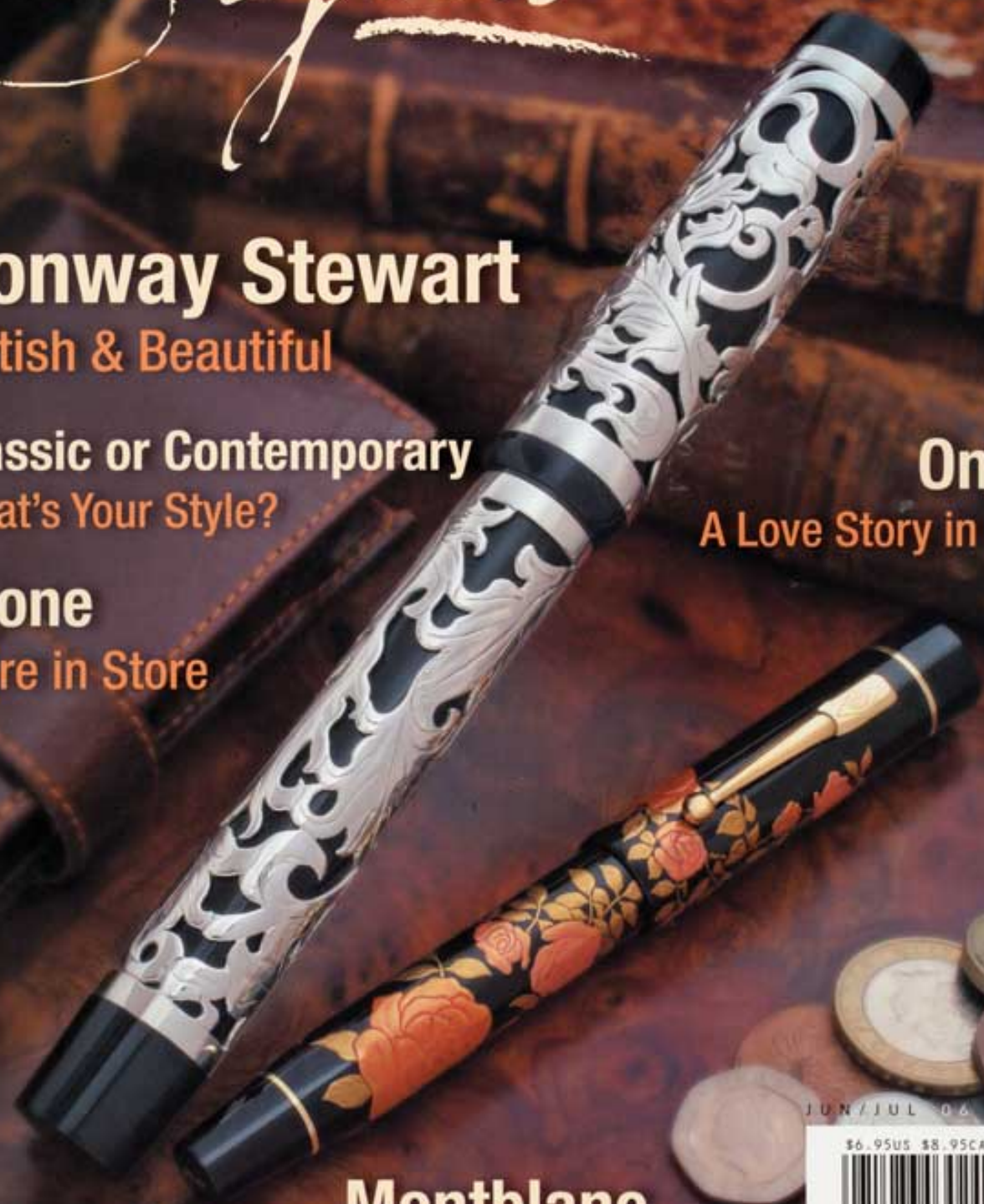
Stylus

Conway Stewart
British & Beautiful

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The English Rose, from the 2006
Maki-e Collection

Opposite page: Great Exhibition

MADE IN *England*

Conway Stewart makes pens for the world, while retaining its British (and highly spirited) sensibilities

The name “Conway Stewart” is well-known among pen aficionados—both for its former life (beginning in 1905) as a British pen maker offering high-quality pens in “a variety of attractive colours and designs suitable for every purpose,” and its current incarnation (since 1996) with an updated, though familiar, credo. With intriguing names like “Nebula” and “Yellow Whirl,” color is still central to the brand, as evidenced by its lively offerings in resin, ebonite and casein and, more recently and more subtly, in its maki-e pens. And there is no doubt that there is a pen for every purpose—from the petite Dinkie to the robust Churchill to the recently introduced and larger-than-life Great Exhibition pen.

**Model 100 White Casein
Limited Edition, 2005**

Limited to just 500 numbered
pieces worldwide
Price: \$575

The cap and barrel are crafted
in glowing white casein, with
a faint lined pattern, gold trim
and a large 18-karat gold nib.

**Conway Stewart
Centenary Overlay**

10 pieces in 18-karat gold

Price: \$3,000

100 pieces in vermeil

Price: \$1,800

100 pieces in sterling silver

Price: \$1,400.

In celebration of its one-hun-
dredth year, the Centenary
editions were released in 2005.
This edition is available in 18-
karat solid gold, sterling silver
and vermeil. The design remains
ageless and is reminiscent of the
classic overlay pens crafted in
the early 1900s.

Centenary Solid Gold Edition

50 pens worldwide

Price: \$21,000

A solid 18-karat gold and
enamel Centenary pen was also
produced, featuring guilloché
engraving with glowing enamel in
a block pattern.

Elegance Deco Diamond

200 fountain pens worldwide
per color

Price: \$1,800

The Deco Diamond is the first
of this new series. Limited to just
200 pieces per color, the exclusive
design is handcrafted from sterling
silver and carries the London Assay
Hallmark.



Left: 18-karat Elite Deco Diamond

Above: The second in a series of new maki-e pens,
featuring a triangle pattern

"Customers today appreciate tradition and heritage, but also want to see something new on a regular basis..." says the brand's managing director, Glenn Jones, of the Conway Stewart philosophy. "We want to continue to develop our ability to innovate and bring exciting products to the market as often as possible," he continues. But the rapid tempo of new product introductions that the brand has thus far demonstrated doesn't mean taking any shortcuts. Mary Burke, who heads sales and

development in the United States, says that Conway Stewart is truly vested in assembling and finishing each piece by hand. "We put a lot of effort into training our factory staff to produce our pens to a very high standard," she says, "and each piece is individually turned, assembled and polished. It is always wonderful to find some new computer-controlled machine that allows you to produce a hundred, or even a thousand, pieces in a day, but that's more important to the high-volume producers." All of the pen components for the brand's major lines—with the exception of

Jarvis and Garner

100 pieces worldwide

Price: Jarvis, \$525; Garner, \$495

In celebration of its one-hundredth year, Conway Stewart presented two new limited edition pens in honor of its founders, Mr. Frank Jarvis and Mr. Tommy Garner.

Elegance Westminster

100 pieces worldwide

Price: \$1,800

The Westminster is the second in the Elegance series and is a full-sized pen with a large 18-karat gold nib. Like the first in the series, the Deco Diamond, the Westminster features an engraved design in solid sterling silver, with vivid green enamel.

The English Rose

25 pieces worldwide

Price: \$5,250

The first of four maki-e designs, the pen is a depiction of a classic English Rose rendered in vivid reds, pinks and golds spreading across both the cap and barrel.

Elegance Nightingale

Price: fountain pen, \$795;

ballpoint, \$735

In keeping with the company's heritage and traditions, Conway Stewart launches its spring 2006 Elegance series to honor the nursing pioneer Florence Nightingale. Constructed of hallmarked solid sterling silver, the petite Nightingale has been designed in the style of Fabergé, with a highly detailed guilloché fox-head pattern engraved on the cap and body. Each pen is then covered with vibrant bonded enamel. The Nightingale is available in three contemporary pastel shades: Cherry Blossom, Lilac and Mint Green.



Elegance Nightingale

And he points out that the pens are indeed a great value, considering the amount of time required to produce each piece.

A unique and indeed luxurious opportunity the brand offers is its "bespoke service." Borrowing a term most often associated with custom-tailored clothing, it gives the customer the opportunity to order a pen to one's exact specifications. And demand for this service is rising, says Burke, adding that precious metal pens with enamel

accents are particularly popular.

Conway Stewart recently introduced a maki-e line that is broadening the boundaries of the brand's "made in England" personality and style. "When we decided to go forward with a maki-e series, I felt that it was very important that we not only work with the best [Japanese] artists, but that we also try to bring something new to the market in terms of style and design," says Burke. "It was quite challenging to develop themes that reflect our

Pens from the Trafalgar Collection

Trafalgar Edition

500 pieces worldwide

Price: \$975

The Trafalgar Edition, commemorating Lord Nelson and the Battle of Trafalgar, features a glimmering deep-blue cap and barrel with sparkling highlights. A portion of the proceeds from each sale goes to a fund established to restore a foretopsail that was present on the ship at the battle. The limited edition is packaged in a beautiful lacquered case that contains a handmade rocker blotter made from wood recovered from HMS *Victory*.

Windsor

100 hand-engraved pieces

Price: fountain pen, \$1,340; rollerball, \$1,260; ballpoint, \$1,225; pencil, \$1,225

Inspired by the ornate decorations gracing the creations of English gunsmiths, the Windsor engraving is crafted completely by hand. It takes the gunsmith engraver many hours to meticulously engrave each pen. The cap and barrel have a deep-blue marbled acrylic overlay, and the cap crown, barrel band, and barrel end are all covered entirely in hand-cut scroll-pattern engraving.



the 18-karat gold nibs, which are made in Germany—are produced in Plymouth, United Kingdom. Luxury Brands, headed Dick Egolf, is the U.S. distributor.

Harking back to the 1920s and 1930s, Conway Stewart offers traditional filling mechanisms such as levers, buttons and pistons (with optional cartridge or converter systems) on many of its pens. “We are the only pen manufacturer who utilizes the lever filler on a regular production pen—whereas many other manufacturers use such novel filling mechanisms only for limited editions,” Burke

confirms without undue pride. Other understated and elegant examples of attention to detail and fine craftsmanship include 18-karat gold or sterling silver trim, and nib grades “suitable for every hand, from extra-fine through double-broad,” says Burke.

“We want to firmly establish Conway Stewart as ‘the’ luxury pen, offering superbly crafted pens in a wide range of styles that are aesthetically stunning,” says Jones. “I believe today’s luxury pen customer is looking not only for something special, but also something rare,” he continues.



Left: Elegance Westminster
Far left: Windsor

Great Exhibition

50 pieces in sterling silver;

Price: \$2,450

50 pieces in vermeil;

Price: \$3,200

The Great Exhibition of 1851 was a celebration of everything that was great about Great Britain in the period. The event showcased skills and craftsmanship of the highest quality from every aspect of British manufacturing of the day. The Great Exhibition is an outsize pen that gives a huge palette to exhibit a variety of craftsman skills. The overlay is the first and was designed by Henry Simpole (the silversmith who produced the Centenary overlay). Due to the size of this pen, it utilizes the eyedropper filling mechanism and the quantity of ink it can hold is equivalent to about eight cartridges. Maki-e, hand engraved silver, solid gold and platinum versions will be available in the future.

Conway Stewart counts 10 Downing Street, the Royal Air Force, the Red Arrows, Rolls Royce, Steinway & Sons and Mensa among its roster of prestigious clients.

English heritage, while at the same time allowing for interpretation by a Japanese artist," she says. The brand-new English Rose fountain pen, the first in a series of four maki-e designs, accomplishes all that and more. As product manager for the maki-e line, Burke brought thirteen years of experience in pen design and development to the fore and is pleased with the final results: "[It] offers a perfect blend of East and West," she says.

While the English Rose is a favorite of Burke's because of her intimate involvement with every facet of its

design and production, the Windsor, another very recent introduction, is a personal favorite of Jones's. "The Windsor marries the old with the new—[it is] classic British craftsmanship on a modern and stylish pen," he says. But it was not produced without its unique set of challenges. "The silversmith's art is not one that can be rushed, and we were overwhelmed by the response [to the pen]. So we've had difficulty keeping pace with demand," says Jones. To paraphrase Albert Einstein, in the middle of difficulty lies amazing opportunity. ☞