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SEPTEMBER 2012 £8.50 • Retail-jeweller.com

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Ones to watch

Head over to the KickStart section at IJL, where some of the most promising talent emerging onto the market will be showcasing their work

Back for another year, the KickStart initiative, sponsored by International Jewellery London (IJL) and supported by the British Jewellers' Association (BJA), will bring together 10 talented up-and-coming designers at IJL to exhibit the pieces that got them noticed.

Each designer has earned their exhibition space, having been selected from the applications that started pouring in back in January. The chosen 10 are now ready to meet with local and international buyers who attend the show, which runs from September 2 to 5 at Earls Court, London.

"KickStart provides a fantastic commercial

launch pad for 10 of the best new designers in the UK jewellery industry," says Sam Willoughby, event director. "Their jewellery is of an extremely high standard in terms of both quality and originality. The Design Gallery at IJL provides a unique and intimate setting for the industry to meet the designers and see their stunning work on the KickStart stand."

The designers



Oskoui draws from nature's forms

Mandana Oskoui

Taking ideas from nature and the diverse formations, sequences and architecture found in rocks and minerals, Mandana Oskoui creates limited edition, one-off and bespoke jewellery using traditional techniques. Gemstones and pearls are incorporated into the designs to give them additional glamour. Plenty of movement in the pieces also gives the jewellery extra flair through light reflection.

"KickStart is an integral part of IJL, one that highlights new, up and coming jewellery talent," says Oskoui. "To be one of only a few selected for this prestigious show is a real honour.

"I am extremely excited about being part of KickStart as it will provide me, my business and designs with invaluable exposure and publicity aimed directly at the jewellery industry. I look forward to networking with fellow designers as well as finding new stockists to build long-lasting relationships with.

"I am also looking forward to raising my profile as a designer and meeting with influential and significant individuals and organisations within our industry. I know it is going to be a successful show and I can't wait to launch my new collection there."

"IJL is such an invaluable and sought-after platform for new designers such as myself"

Myia Bonner Designer



Fresh take on diamonds

Myia Bonner

A finalist for *Retail Jeweller's* UK Jewellery Awards 2012 New Designer category, Myia Bonner designs exciting jewellery and is truly one to watch.

Bonner, who recently graduated from Middlesex University, explores her interest in diamonds through an alternative take on the precious stones. She uses a variety of materials and processes to create the structure of diamonds, which translates to striking, bold pieces that have a classy look, but with a fashionable edge. Bonner's emphasis on excellent craftsmanship results in quality pieces.

Bonner is also a previous winner of the EC One Unsigned competition, which led to her pieces featuring at the two-store London retailer.

Bonner is thrilled to be exhibiting with other up-and-comers at IJL. "It is such an invaluable and sought-after platform for new designers such as myself," she says. "I'm looking forward to gaining lots of guidance and support from the BJA and IJL."

Loucah is famed for her platinum pieces



"It's great to know that such a strong network of experience is available to help me make the most of my IJL debut"

Anna Loucah Designer

Anna Loucah Fine Jewellery

Anna Loucah is already well-known on the jewellery scene for her fine jewellery designs, particularly those in platinum, which have won her plenty of admirers.

The London-based designer and goldsmith creates luxurious fine jewellery, working with Fairtrade and recycled precious materials. She has participated in numerous high-profile brand collaborations, and is now making her collections available to the trade for the first time, taking her brand in what will no doubt prove to be an exciting new direction.

She is looking forward to her IJL debut. "Being selected for the KickStart programme

provides a supported and guided way of participating in IJL for the first time," she says. "It's great to know that such a strong network of experience is available to help me make the most of my IJL debut."

In 2010, Loucah was one of the PureJewels Platinum Heritage Collection designers and last year she won an award in the Emerging category of the Lonmin Design Innovation Awards with her Dreaming Swan ring. Loucah is also part of the JeDeCo Jewellery Designers' Collective, which has a retail showroom and studio space in London's Oxo Tower.

Definitely one for the IJL 'to see' list.

The 'gothic' and 'luxe' Black & Rose Growth



Ros Millar

Originally from Northern Ireland, Ros Millar now designs and makes her jewellery in a London studio. Her work combines traditional techniques with exciting, original form to create something a bit different. She incorporates modern themes and lists an eclectic mix of influences including fashion, nature and her surroundings.

Her latest collection, Black & Rose Growth, features mainly black oxidised and rose gold-plated silver statement rings and neckpieces, and has been described as having "glamorously gothic twist and a luxe edge".

At IJL, Millar will launch her new collection Meteor, which uses sparkling rose and white rhodium gold plated alongside champagne diamonds discreetly set and hidden within each piece.

Talking about exhibiting with KickStart at IJL, Millar says: "I am looking forward to showing my collections at my first trade event and launching my Meteor collection."



Quarter Angel

Jessica Neil uses the open spaces of London to inspire her with eye-catching results for her brand Quarter Angel. Her Skyline collection, for example, is born from the stunning views of London seen from Hampstead

Heath - think cuffs with the skyline curving round them, or cufflinks etched with the Houses of Parliament. All particularly timely for 2012, an important year for the capital.

The unusual pieces are created with silver photo etched with oxidised detail, creating a striking contrast with the matt silver. Quarter Angel also creates jewellery made in Perspex, where the etching can show intricate design details.

IJL will give visitors the chance to see the brand's latest collection. We are told it will feature mixed metals, sparkly stones and feathers - a departure from the neat, clean lines of the Skyline collection.

Neil launched Quarter Angel in 2010. She studied jewellery and silversmithing at Sir John Cass at London Metropolitan University, gaining five awards from The Goldsmiths' Company and the British Jewellers' Association along the way.

(Above) Neil uses the landscape around her

De Anna Kiernan

De Anna Kiernan's jewellery exudes elegance and luxury, and has been influenced by her training in architecture. The Bermuda-born jeweller trained as a goldsmith at 17 before she studied architecture at Central Saint Martins.

Kiernan's interest in the overlap between the disciplines of jewellery and architecture led to her studying jewellery at Sir John Cass at London Metropolitan University.

Kiernan's

diverse background is reflected in her work, which is influenced by the clean lines of modernist architecture and the elegance of the female form. The jewellery has a minimalist aesthetic with a focus on subtly framing the body. The signature free-form lines and undulating surfaces create a bold look, drawing on the natural contours of the body. The processes and materials used are interesting too, ranging from industrial finishing processes to work in traditional precious metals and gemstones.

The handcrafted jewellery is created from a London studio and includes a wide-ranging selection of statement pieces.

Architecture a key theme

