

THE JEWELRY DROPS

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Special Insert of
Milano Jewelry Week





International Editorial Project dedicated to all brands and artists that cannot be present during the show in October 2024, but as well as to the **Milano Jewelry Week** participants.

An innovative and effective product that offers visibility during the MJW without being present. In fact, the participant can achieve excellent results while decreasing the promotional investment.

A collection of excellence that celebrates a cross-section of what the world of jewelry offers in all its shades.

After passing the selection, each participant can decide to be published in the paper magazine with two, four or eight jewels.

This exclusive issue aims **to discover not only the origins and the innovations**, but also **the artist**, who creates both precious and contemporary jewels through the protagonists' images and stories.

SPECIFIC TECHNIQUES

BROWSE ONLINE



FORMAT

275 X 380 MM

PRINT

OFFSET

COVER & INTERNAL PART:

MOLDMADE PAPER - 110 GR

DISTRIBUTION

45.000 COPIES

**DURING THE MILANO JEWELRY WEEK WITHIN
THE LOCATIONS PARTICIPATING THE EVENT AND
GIVEN TO ALL OUR PARTNERS.**

**SENT TOGETHER WITH THE ARTISTAR JEWELS
2024 BOOK TO INTERNATIONAL BUYERS,
GALLERIES AND JOURNALISTS.**

FEDERICA ROSSI JEWELS ITALY

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@frjewels

Federica Rossi was born in Arezzo, daughter of textile entrepreneurs working in the field of high fashion. After graduating in law, she decided to work in the company of her parents, who were her teachers. Since she was a girl she developed the desire to make jewels to offer dreams. This began to materialize when she met some internationally renowned fashion designers and she offered them creations that she had designed out of passion; this is how her journey began. This stimulating experience proved fundamental for the creation of her brand Federica Rossi Jewels.

1 RANA - ANIMALIER COLLECTION Bracelet

18K gold plated bronze



1 Semi-rigid Animalier bracelet with hand-enamelled frog made with the lost wax casting technique. 18K gold plated; it adapts to the wrist thanks to the elastic movement inside. The mesh forms a handcrafted weave. It is a collection inspired by the world of nature and animals, for determined women and lovers of glamour, but which at the same time contains great stylistic research.

2 Necklace with tubular link with a hand-enamelled frog in the center and made with the lost wax casting technique, plated in 18K gold. The mesh forms light scales and is handcrafted. It is a collection inspired by the world of nature and animals as we like to call it "animal instinct", which highlights the unmistakable imprint of the brand for determined women and lovers of glamour.



2 RANA - ANIMALIER COLLECTION Necklace

18K gold plated bronze

HALF PAGE
275 X 190 MM

900 EURO

PUBLICATION OF 2 JEWELS

- Name of the brand / artist
- Country of origin
- Website and Instagram page
- Biography of up to 500 characters
- QR code with link to the online shop
- 2 photos of the jewels
- Description of the jewels max 300 characters

Christian Nasr career in architecture witnessed a phenomenal change of scale and pace when he turned his creativity into designing exquisite personal adornments, expressing himself in a more intimate medium than landmarks. Luxury Art in jewellery, and other mediums such as sculpture. Crismann pieces reflect a dialogue between Art and Design, a conceptual interpretation beyond decoration. Sublime pieces of art that transcend time and overflow with subtle and rich meanings shaking the psyche and evoking strong emotions.

CRISMANN CHRISTIAN NASR LEBANON

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1 PINLOVE HYPNOSIS Pendant

White gold, white round diamonds

1 The "Pinlove Hypnosis" pendant is inspired by the pendulum with its mystical hypnotic effect. It is a symbol of the bond that ties mind and body, conscious and unconscious. It is said that the swinging of the pendulum can induce a state of trance, and that it can help to open the mind to new possibilities. The pendant is a reminder that we are all connected to our subconscious minds, and that we can use this connection to heal ourselves and to reach our full potential.

2 "Morphosis" is inspired by the process of morphogenesis, which is the process by which an organism undergoes development, such as the stamen of a flower. The design is also a symbol of growth and transformation. The way that the elements are interconnected suggests that we are all connected to each other, and that we are all part of a larger process of change. The design is a reminder that we are all constantly evolving, and that we should embrace the changes that come our way.

3 HAREM OF ANDALUCIA Necklace

White gold, white round diamonds

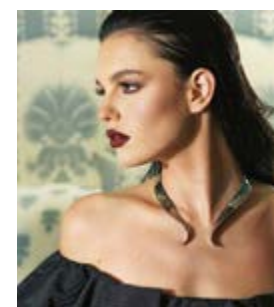
3 The horseshoe arch, the emblematic arch of Moorish architecture in Andalusia, the Harem Room interior decoration; this unique piece reinvents the arch design with an additional touch of femininity. Ornamentation is further explored in the diamonds setting that covers form, back and contour of the necklace, condensed and dispersed gradually to the less visual part, same as the concept of ornamentation in Alhambra, covering everything: walls, arches, ceilings and vaults.



4 MAHARANI Ring

White gold, white round diamonds, emerald

4 The "Maharani" inspired by the maharaja's and maharani's jewellery that was once synonymous with opulence, wealth and luxury of India. Characterized by the symmetry of multi layers of rings opening like leaves to



hold an exquisite emerald on top similar to the turban ornamented with jewels on the forehead of the Maharaja. This piece is a reminder of the opulence and luxury of the Indian maharaja. It is also a symbol of power and status.

FULL PAGE
275 X 380 MM

1.600 EURO

PUBLICATION OF 4 JEWELS

- Name of the brand / artist
- Country of origin
- Website and Instagram page
- Biography of up to 500 characters
- QR code with link to the online shop
- 4 photos of the jewels
- Description of the jewels max 300 characters

JUTTA BEHR-SCHAEIDT

FRANCE

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Jutta Behr-Schaeidt is a contemporary jeweller with a unique vision of precious jewellery, ranging from unusual creations to extravagant wearable sculptures. Her jewellery is handcrafted from high-quality materials. They are designed as messages full of light and depth. After graduating as a master jeweller in Munich in 2000, she moved to France, where she creates exceptional one-off pieces inspired by her passion for precious materials, nature, cultures and life. A dialogue is created between the process and the material, between the piece of jewellery or sculpture and its wearer.

1 DOUBLE-COCOON

Ring
K18/1000 gold, K18/1000 silver
patinated and fire blackened



1 This set of cocoons is created by the process of creation itself. Each piece grows like a real cocoon in nature. In human life, a cocoon often symbolizes a safe environment that allows growth, change and protection from external threats. This ring is a combination of two cocoons, silver and gold. It shows also that the forces complement each other. The fire-blackened part tells of the forces that can work here. Height 4 cm.

3 This design stands for abundance and transformation, and is a uplifting reminder that with the right attitude, anything is possible. A main feature of this necklace is the flower design made out of pure gold. This jewel body opens to the sky, symbolizes divine receiving and fertility. The silver chief material stands for purity. The silver has been patinated and fire-blackened to show the power and forces of transformation. Created to celebrate the greatness of all. Length Middle-Cocoon 20 cm.



3 COCOON CORNUCOPIA

Necklace
K18/1000 silver partially fireblackened
K18/1000 gold

4 Ring of Skills is a powerful item. Its dynamic look seems to show its wearer and the ability to master any skill they desire. Its drops of stock-coral are said to represent energy and the ability to make informed decisions. Like fertile drops of blood. Its design is confusing and dynamic in equal measure and the stock-coral-drops are in flow with it. This Skills-Ring is a statement and empowered with knowledge and courage.

2 NATURAL DROP

Ring
K18/1000 silver, K18/1000 gold
K18/1000 gold, alternative 1.30



12

5 PHOENIX

Ring
K18/1000 silver, K18/1000 gold



5 The Ring of the Phoenix is a unique and symbolic piece of jewellery made of sterling silver. One side is fire-blackened, symbolizing the end of a cycle, the other side is bright silver. And inside the ring is an egg made of pure gold. It symbolizes hope, rebirth and renewal and is a reminder of the endurance and eternal spirit of the phoenix. The ring represents strength and courage. Height of the Phoenix element: 8 cm.

6 THE LANGUAGE OF THE GALLOPING HORSE

Ring
K18/1000 silver, K18/1000 gold
K18/1000 gold, boulder-opal



6 An inscription of pure gold - a spontaneous, intuitive writing. This writing tells of a great animal, perhaps a horse or a bull, galloping into new territories, without haste, but with joy and energy. The result of this imaginary journey is found at the other end of the open ring in the form of a rock opal. Here the traveller has arrived and can rest in the dreamlike play of opalescent colours of this gemstone, grounded and strengthened by its mother rock.

8 BARRIER

Bracelet
K18/1000 silver, natural-coloured
diamonds, K18/1000 gold inside

7 This work lifts the simple into its proper place. Since aquamarine gives, among other things, vision and foresight, so that one can always see new paths and possibilities and include them in their plans (Göteborg), this beautiful faceted gemstone is set almost free-floating. The gold grounds it, the drop shape of the ring refers to water (but real, aqua marina) and so fluidly combines these two elements.

7 FLYING SEA

Ring
K18/1000 gold, aquamarine 1.95ct



8 This work is the result of a literary experience. The inspiring sentence is: "...and Samuel crossed the hedge" (Grosjean). One sees through this work that an obstacle that seems insurmountable can be overcome, that one can even sometimes bypass it simply by changing the point of view. The stylized hedge depicted here looks insurmountable at first glance, but when one looks down, one sees that the obstacle is easier to get around here. And that then the stars lie at their feet and light the way.

13

TWO PAGES
275 X 760 MM

2.500 EURO

PUBLICATION OF 8 JEWELS

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- 8 photos of the jewels
- Description of the jewels max 300 characters

* All prices shown in this document are VAT (22%) excluded

THE JEWELRY DROPS

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