

THE JEWELRY DROPS



**SPECIAL INSERT OF
MILANO JEWELRY WEEK**

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Milano Jewelry Week



Progetto Editoriale Internazionale dedicato a tutti i brand e gli artisti che non possono essere presenti a **Milano durante la Week di ottobre 2024**, ma anche per coloro che espongono i propri gioielli nella manifestazione. Uno strumento innovativo e efficace che sfrutta la visibilità della MJW senza la necessità di essere presenti e per questo ottenere ottimi riscontri diminuendo l'investimento promozionale del partecipante.

Una raccolta di eccellenze, che celebra uno spaccato di quello che il mondo del gioiello offre in tutte le sue sfaccettature.

Ogni Partecipante in seguito al superamento della selezione può decidere di aderire con due, quattro o otto gioielli.

Questo esclusivo magazine attraverso le immagini e il racconto dei protagonisti vuole **scoprire le origini, le innovazioni e gli artisti** che realizzano creazioni preziose e contemporanee.

SPECIFICHE **TECNICHE**

SFOGLIA ONLINE



FORMATO

275 X 380 MM

STAMPA

OFFSET

COPERTINA & INTERNO

CARTA USOMANO DA 110 GR

DISTRIBUZIONE

45.000 COPIE

DURANTE LA MILANO JEWELRY WEEK

ALL'INTERNO DELLE LOCATION PARTECIPANTI

ALL'EVENTO E PRESSO TUTTI I PARTNER.

INVIATO INSIEME AL LIBRO ARTISTAR JEWELS

2024 A BUYER, GALLERIE E GIORNALISTI

INTERNAZIONALI.

FEDERICA ROSSI JEWELS ITALY

WWW.FEDERICAROSSIJEWELS.COM
@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

18Kt gold plated bronze



1 Semi-rigid Animalier bracelet with hand-enamelled frog made with the lost wax casting technique. 18Kt gold plated; it adapts to the wrist thanks to the elastic movement inside. The mesh forms a handcrafted wave. 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 RANA - ANIMALIER COLLECTION Necklace

18Kt gold plated bronze

2 Necklace with tubular link with a hand-enamelled frog in the centre and made with the lost wax casting technique; plated in 18Kt 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 insect", which highlights the unmistakable imprint of the brand for determined women and lovers of glamour.

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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@crismannofficial

1 PINLOVE HYPNOSE Pendant

White gold, white round diamonds

1 The "Pinlove Hypnose" 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 stem 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

2 MORPHOSIS Ring

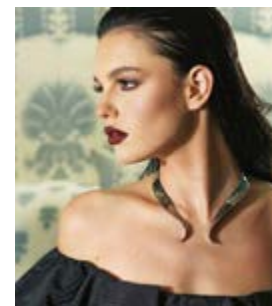
White gold, princess cut diamonds, white round diamonds

3 The horseshoe arch, the emblematic arch of Moorish architecture in Andalus, 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.

MEZZA PAGINA 275 X 190 MM

PUBBLICAZIONE DI 2 GIOIELLI

- nome del brand / artista
- paese di provenienza
- sito internet e profilo IG
- bio di max 500 caratteri
- QR code con link al proprio shop on line
- 2 foto di gioielli
- descrizione gioielli max 300 caratteri

PAGINA INTERA 275 X 380 MM

PUBBLICAZIONE DI 4 GIOIELLI

- nome del brand / artista
- paese di provenienza
- sito internet e profilo IG
- bio di max 500 caratteri
- QR code con link al proprio shop on line
- 4 foto di gioielli
- descrizione gioielli max 300 caratteri

JUTTA BEHR-SCHAEIDT

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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

935/1000 gold, 925/1000 silver
patinated and fire blackened



1 This set of cocoons is created by the process of co-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.

2 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

935/1000 silver partially fireblackened
999/1000 gold



4 Ring of Skills is a powerful item. This dynamic look seems to show its wearer and wearers 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

925/1000 silver, 999/1000 gold
900/1000 gold, untreated 1.36g



5 A powerful composition. Three elements - one ring, Almandine in the form of a drop, pure gold, light-filled silver. This composition is enhanced by its structure, reminiscent of rocks... The rock in the surf? Carried, this work can make feel great confidence. Almost luminous confidence. Rock solid dynamics. This ring looks rough and has a heavy weight, and yet it is so soft and pleasant on the finger.

4 RING-SCULPTURE SKILLS Other

935/1000 silver, 999/1000 gold
stock-coral-drops



5 PHOENIX Ring

935/1000 silver, 999/1000 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.

THE LANGUAGE OF THE GALLOPING HORSE Ring

935/1000 silver, 999/1000 gold
900/1000 gold, boister-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 dramatic play of opalescent colours of the gemstone, grounded and strengthened by its mother rock.

BARRIER Bracelet

925/1000 silver natural-coloured diamonds, 999/1000 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 (Gisenge), this beautiful faceted gemstone is set almost free-floating. The gold grounds it, the drop shape of the ring refers to water (at.fall, aqua marina) and so fluidly combines these two elements.

7 FLYING SEA Ring

900/1000 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.

DOPPIA PAGINA
275 X 760 MM

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