

SCOOPONS COOP



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MAISON F PARIS



ANNA MARIA PITT JEWELLERY





Behind the scenes

SCOOP TALKS TO ANNA MARIA PITT FOUNDER OF ANNA MARIA PITT JEWELLERY

What is your background?

I was born and raised in Reykjavik, Iceland and moved to the UK with my husband and four children 12 years ago. I studied silversmithing and jewellery design at Bucks New University where I graduated with a BA Hons degree.

How did you come to start your own label?

My jewellery is all handmade in my studio, so my work could probably be defined as slow art. Therefore my own label felt like the natural way forward.

How would you describe your brand?

In my work I use a cold-connection technique to create structural tension and movement. The larger pieces are what I like to call 'cocktail-hour-pieces', which are best worn with a glass of champagne in hand. The necklaces and rings can be worn on all occasions and overall my brand is a selection of artisanal jewellery.

Tell us about your manufacturing process... where are your pieces made?

I make design models out of paper before moving onto metal. The metal is then laser-cut and after I assemble and finish off each piece by hand in my workshop.

What was the inspiration behind your latest collection?

My last collection was called Migration and it was inspired by migrating flocks of birds that created abstract movement in each piece. These were mostly necklaces and rings but I also kept on making large nature inspired pieces.

How would you describe your customer base?

I get orders through my website www.annamariapitt.com and I make quite a few commissioned pieces. Women also purchase pieces at my exhibitions when they like what they see.

Is there anyone you would love to see wearing your designs?

I wouldn't mind if the multi-talented and amazing Björk would wear my large neckpiece called Backbone. I think she would make a phenomenal model.

What is the ethos behind your brand?

The ethos in my work is respect for nature and its remarkable gifts. Subconsciously I'm always recreating something from natural formations.

What is your favourite piece from your collection and why?

Probably my latest large piece called Canopy. It's a large bracelet, inspired by forest tree tops that spread out like a fan.

Is there another designer whose work you particularly admire?

I admire so many jewellers but if I were to name someone it would have to be Tone Vigeland and Ralph Bakke. They combine the highest level of articulate craftsmanship and stunning elements of design.

What is the best piece of advice you have ever been given?

To design artefacts that come from within. I was lucky to have great professors who put great emphasis on the design process. The work has to matter to you in order for it to matter to others.

What has been your greatest achievement as a designer?

My recent private exhibition in Reykjavik. To come back to my native country and be so well received is something I am very grateful for.

Why exhibit at Scoop? What sets it apart from other fashion trade shows?

Scoop has a great energy about it. It is fresh and diverse and represents the current trends in fashion. It's a dynamic exhibition in a magnificent building.

Any exciting plans for the future?

My next stop after Scoop is Milano Fashion week at the end of February, where four of my pieces have been selected for the Artistar Jewellery Exhibition. I'm looking forward to visiting the Italian city of fashion and participating in another great ensemble of art and design.

27 MILES / 88 & HALF / A-MM-E STUDIO / AGNELLE / AIRFIELD / ALE WALSH / ALICE
IN PERFUME / AMA PURE CASHMERE / AMINA RUBINACCI / AMUSE / ANDIA FORA /
ANECDOTE / ANGELA CAPUTI GIUGGIÙ / ANIA SCHIERHOLT / ANNA + NINA / **ANNA
MARIA PITT** / ARGENTIA JEWELS / ATELIERS DE LA MAILLE / BALOSSA / BARAZANDEH PARIS
/ BEATRICE B / BEATRICE HANDMADE / BIARRITZ 1961 CASHMERE / BIRGITTE HERSKIND
/ BKLYN / BLUNDSTONE / BOLONGARO TREVOR / BRAVE LOTUS / BY MALINA / CABINET
JEWELLERY / CACHAREL / CANDICE COOPER / CAROLINE SVEDBOM / CATHERINE ANDRE
/ CATHERINE OSTI / CÉLIA BROWN / CHABAUD - MAISON DE PARFUM / CHAN LUU /
CHARLOTTE SIMONE / CHIARA MARTINELLI BIJOUX / CHRISTIAN LACROIX / CHRISTOPHE
SAUVAT / CHUPI / CIARA SILKE ACCESSORIES / COCOROSE LONDON / COCOWAI /
CONDITIONS APPLY / CONNOCK LONDON / COQOCHI / CORITA ROSE / COSI / COSTER
COPENHAGEN / COVE / DAHLIA RAZZOOK / DEA KUDIBAL / DECADORN / DEE DI VITA
TURBANS / DES PETITS HAUTS / DOLCEROOPA / DOM GOOR / DR DENIM / DUET / DUFFY
NY / ECHO NEW YORK / EDWARD ACHOUR PARIS / ELLIOT RHODES / ENGLISH WEATHER
/ FALKE / FEE G STUDIO / FONNESBECH / FREE PEOPLE / FREYA ROSE / FURLA SILKS /
GARMENT PROJECT / GESTUZ - SANNE SEHESTED / GIZELLE RENEE / GO SILK / GOAT
/ GOOSE / GRENSON / GROA / GUSHLOW & COLE / HARRIS WILSON / HARTFORD /
HAYLEY MENZIES / HILARY GRANT / HUDSON LONDON / HUNKY DORY / ILSE JACOBSEN
HORNBAEK / IN.NO / INTUITION PARIS / INUIKII / IRIA DE ANA / ITEM M6 / IVY KIRZHNER
/ IVYLEE COPENHAGEN / JAMIN PUECH / JEFF / JESSICA RUSSELL FLINT / JOCASI LONDON
/ JOHN RICHMOND / JOVONNA LONDON / JULIE FAGERHOLT HEARTMADE / JULIE SION /
JUST FEMALE / JUST IN CASE / KAPTEN & SON / KARL DONOGHUE / KARMA OF CHARME
/ KATE SHERIDAN / KILT HERITAGE / KING & TUCKFIELD / KINROSS CASHMERE / KIRSTIN
ASH / KNITSS / KRISTENSEN DU NORD / KUDIBAL COPENHAGEN / LANCASTER / LAUREN
MOSHI / LAYLALEIGH / LES 100 CIELS / LES FILLES D'AILLEURS / LIBERTINE LIBERTINE /
LILITH / LILY AND LIONEL / LILY AND ROSE / LISA EDOFF / LISA TAYLOR / LITTLE ROTTERS
/ LO LA LE PARIS / LOU ANDREA / LOVECHILD 1979 / LULU GUINNESS / MACKAGE
/ MAISON F PARIS / MAISON LABICHE / MALA ALISHA / MALIHA LONDON / MANILA
GRACE / MANTERO 1902 / MARC AUREL / MARCHA HÜSKES / MARION FOALE / MARUTI
/ MATTHEW CALVIN / MAYA MAGAL LONDON / MERCULES / MERCY DELTA / MILA &
JAMES / MILLE FRYDENBERG / MINNETONKA / MIRABELLE / MLS BY AGNELLE / MOS
MOSH / MOUNIR LONDON / N12H / NADIA MINKOFF LONDON / NEWGATE WATCHES
/ NIGEL PRESTON / NINE: IN THE MORNING / NOBIS / O. YANG / OAKWOOD / ON
THE RISE / ONJENU / OUIGAL / P448 / PARAJUMPER / PARKA LONDON / PARKER SMITH
/ PATRIZIA BONFANTI / PH15 / PHILIP ARMSTRONG / PINK POWDER / POM AMSTERDAM
/ PRET POUR PARTIR / PRIMROSE PARK / PUROTATTO / PYRUS / QUINTON CHADWICK /
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ROISIN LINNANE / ROSIE FORTESCUE JEWELLERY / ROSSO 35 / RUTH EROKOKRITOU /
S FOR SHOKO / S'WELL / SAMIRA JAFARI JEWELLERY / SAMSOE SAMSOE / SANSOEURS
/ SB LONDON / SEASON BY HOTEL PARTICULIER / SECOND FEMALE / SEE CONCEPT
/ SEN / SEVEN BOOT LANE / SOIA & KYO / SONIA DE NISCO / SOUL KATHRINÉ /
SPACE STYLE CONCEPT / ST ERASMUS / STELLA FOREST / SUPREMA / SUSANNAGH
GROGAN ACCESSORIES / THE MIX / THE SOHO FURRIER / THREE FLOOR / THURLEY /
TILLY SVEAAS / TISSA FONTANEDA / TRAFFIC PEOPLE / TRANSIT PAR SUCH / UNE A UNE
/ UNO DE 50 / UNREAL FUR / VIBEKE SCOTT / VIVIENNE WESTWOOD / VOW LONDON
/ WHITE NOISE / WHYCI / WODEN / WYSE LONDON / XSJ LONDON / ZACCYS
LONDON / ZENA PRESLEY / ZETTERBERG COUTURE / ZIIO JEWELLERY AND MANY MORE...

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