

THE TRINKET BOX

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ONE OF THE TRICKIEST PRODUCT CATEGORIES IS GETTING INCREASINGLY IMPORTANT FOR SUCCESSFUL TRADE.

Once a separate market with its own seasons, trade shows and major players, in the last few years, jewelry has firmly established itself as an important fashion segment. Fashion trade shows such as **Capsule** and **London Fashion Week** now have dedicated areas for it, and the jewelry offer at the celebrated accessories show **Première Classe** includes over 140 labels. Retailers are following suit: browse **Net-a-porter's** jewelry section and you will find nearly 2,000 items, both from big names and independent specialist labels.

There are plenty of minimalist and easy-to-wear jewelry lines around; however, truly bold and unique collections may not be so easy to come by. Here are a few that we have recently spotted.

Alison Lou is a whimsical, ironic and infinitely Instagrammable fine jewelry line from New York inspired by the deceptive simplicity of modern communication: think emoticon ear studs in 14k gold, rings with enamel hearts, lips and apples, and Monopoly game charms. Stockists include **Kirna Zabete** (US), **TSUM** (Russia) and **Matchesfashion** (UK and online).

At **Delfina Delettrez**, too, you may find signature 'Piercing' rings featuring enameled lips and eyes, but, rather than being tongue-in-cheek like the works of Alison Lou, these are inspired by surrealism. Currently retailing at **Tiziana Fausti** (Italy), **Jades** (Germany) and **Galleries Lafayette** (France), the brand is proving an international success.

Working with big fashion names is a good testimony to a jewelry designer's market intelligence as well as talent. Florentine **Sara Bencini**, whose



Delfina Delettrez



Ivonovi



Sara Bencini

clients have included **Louis Vuitton**, **Gucci** and **Oscar de la Renta**, designs opulent yet intricate Renaissance-inspired pieces. Fellow Italian **Alessandro Gaggio** designs jewelry and accessories for **Valentino**, **Gucci**, **Fendi**, **Moschino** and **Ermanno Scervino** alongside running his eponymous label that features enigmatic and somewhat macabre creatures made in gold, silver, bronze, ceramic, and 16th to 19th-century fabrics.

If you are looking for a more streamlined and minimalist line that nevertheless makes a bold statement, it is worth keeping an eye on **Ivonovi**, the young Singaporean label inspired by kinetic engineering. The brand's geometric designs, vaguely reminiscent of Art Deco with its machinist aesthetics, are a playground for the wearer: necklaces can be altered, ring details moved to reveal a completely new look, and most items can be worn in several different ways.

Indeed, a jeweler's art can be as much about craftsmanship as it is about new technologies. **Encode Ring**, a company established in late 2016, is proof: they 3D print their rings, which are effectively audio level visualizations of three-second voice messages that users are invited to record. Unsurprisingly, 'I love you' tends to be the most popular message (that fits neatly into the three-second sound bite). Personalized 3D printing could be an idea for retailers considering an in-house jewelry line – and an in-store entertainment device, too.