

Qatar Today

SPOTLIGHT ↓

BERTOLUCCI:

EXCLUSIVITY IN DESIGNS

"The brand was founded in 1987 and our motto is 'Mediterranean inspiration with Swiss craftsmanship'. Our founder Bertolucci was an Italian designer who married the daughter of a Swiss watch manufacturer. That's why the Italian Riviera influence is seen in the concepts and design," says Fabian Lacroix, Sales Manger, Bertolucci.

Speaking about the trends Lacroix says, "We are very focussed on the ladies upmarket range of products and our designs are very elegant and colourful. We have realised our niche so we are not interested in the mass market or classic collections."

"This year we are showing some exclusive pieces. The Giocco is a beautiful upscale piece with rare black and white diamonds. We also have it in white and yellow gold.

"We have a lot of new pieces in our core range as well. One amazing piece in particular has 36 large diamonds, amethysts, rubies and small VVS diamonds, reflecting the Mediterranean spirit in an organic shape. The Serena Garbo watches are also popular, with the coloured straps and matching coloured diamonds; we have it in bright blue and fuchsia.

"We also stock the more masculine Forza and Giro lines, which are aimed at men, while we have a special edition piece with a heart brought out for Valentine's Day," he says.

The customer always expects exclusivity from



Bertolucci.

"Our policy is to only have one of each piece at the exhibition, so that our customers can feel an air of exclusivity with their purchase," he says.

On local partnership, Lacroix says, "We have been working for many years with Ali Bin Ali and we are very pleased as the collaboration is working well. It's good for brand awareness and they present us very favourably."



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CHAUMET:

THE TIARA BECOMES A RING

To celebrate the 230th anniversary of Chaumet, the Paris brand pays tribute to its first muse, Joséphine - a name given by Napoleon Bonaparte to his wife. The new Josephine collection comprises of 30 pieces reflecting the high jewellery excellence of the brand.

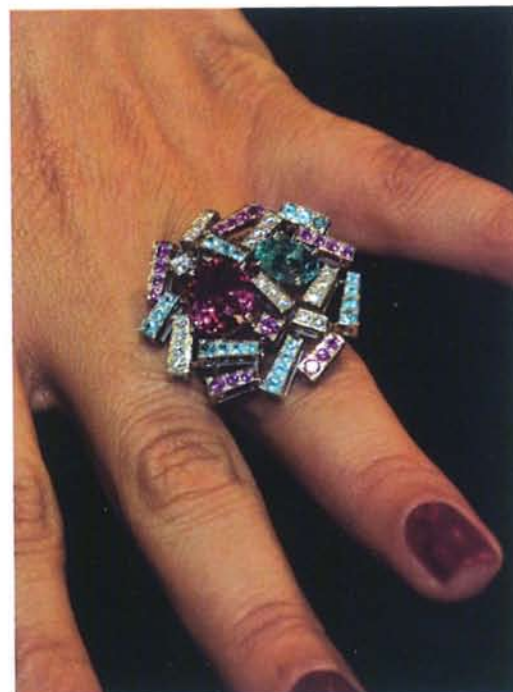
Chaumet, Middle East General Manager, Salam Tannir described Chaumet as "a brand which has really made history."

"We have existed for a long time in the Middle East, but we are revamping our presence here. We want to maximise the rich tradition behind our brand."

According to Tannir, the Middle East region is an important player in the growth of any jewellery brand. For Chaumet, it represents nearly 7% of the global market.

Centred on the concept of the tiara, the collection is one "in which the tiara is turned into a ring and crowns the finger."

12 unique platinum rings adorn the collection with a variety of styles and diamond cuts incorporated in it. Some of the rarest centre-stones chosen are the purest diamonds, pigeon blood rubies and deep blue sapphires. The centrepiece of the collection is a spectacular tiara featuring a yellow, pear-shaped diamond, worth \$1.2million (QR4.37 million).



Despite having a presence at the exhibition every year so far, Chaumet had its own dedicated shop at the Al-Fardan Jewellery stand for the first time. The brand also has a presence at The Pearl-Qatar.

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GENERAL MANAGER,
MIDDLE EAST
CHAUMET



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