

BASELWORLD

Daily News

HIGHLIGHTS
MONDAY, MARCH

25

02 | Patek Philippe wows with new Rare Hand-crafts pieces

08 | A chat with Svend Andersen, Co-Founder of the A.H.C.I.

18 | A strong statement – the latest trends in earrings

20 | Martin Heinz on the changes in the jewellery and watch industry

Works of art and nature

CEO Francois Graff, Graff, speaks about the new métiers d'art GyroGraff

By Nina Hald

For more than half a century, Graff has been operating at the very pinnacle of the high jewellery industry, manufacturing spectacular pieces that move the heart and stir the soul. Since 2008, Graff Luxury Watches has combined imaginative design and exceptional Swiss engineering to create captivating watch collections and bespoke timepieces.

BWDN: What is the most important Graff Luxury Watches model today and why?

Francois Graff: Our GyroGraff immediately became one of our most important timepieces. Combining rare métiers d'art with an extraordinary in-house movement involving three different complications, it is the pinnacle of watchmaking at Graff. We launched two new piece-unique GyroGraff models at Baselworld – the next chapter in the series of GyroGraff timepieces. They depict Asian landmarks, namely the Great Wall of China and the Temple of Heaven. The detail on them is quite incredible.

What draws the global audience of watch aficionados to Graff Luxury Watches?

Anyone who visits us here at Baselworld knows to expect the unexpected. We are

unique in the watchmaking world in that each of our timepieces is a miniature work of art, and we strive to innovate in the use of our diamonds each year. This year, we debuted a new series of GyroGraff watches, our Endangered Species timepieces. Depicting five iconic animals, all of which are listed by the World Wildlife Fund as being under threat, the new collection pioneers a new métiers d'art technique developed exclusively in-house called diamond-marquetry. It encapsulates Graff's exceptional skill, talent and sensational diamonds.

Where are you currently expanding business?

Most recently, we have opened new stores in Monaco and Hong Kong. Shortly after Baselworld we will be opening a new flagship store in Paris, which will give a huge boost to our presence in the French capital. In an exclusive location on Rue Saint-Honoré and designed by the American architect Peter Marino, it promises a Graff experience like no other.

> I.1, D51

Francois Graff,
CEO of Graff



EDITORIAL

Four very intensive days lie behind us and two more await us. I would like to take this opportunity to thank you very much for coming and for your many comments, which convinced me of one thing above all: that Baselworld continues to enjoy very high status around the world. As in the preceding months, during the past few days we have engaged in candid discussions with exhibitors, visitors and the media – and, above all, we have listened very carefully to what they have to say. Opinions differ, but everyone agrees on one thing: the industry is undergoing fundamental changes, which are also reflected at Baselworld. We are eager to help shape these changes, so we have developed a fundamentally new concept for Baselworld 2020 and beyond. We will be presenting these ideas to the press and the general public tomorrow, Tuesday, at 12 noon. I would like to invite you to follow this presentation online in livestream – and, of course, to return next year and experience a wholly new Baselworld in 2020. The future begins today. Exciting times lie ahead. Join us on this journey!

Michel Loris-Melikoff
Baselworld Managing Director

Born to be manufacturers

Giuseppe Picchiotti, founder of the Italian high jewellery brand Picchiotti, talks about the fair's first four days

Interview by Christel Trimborn

BWDN: What are your personal impressions of the new Baselworld?

Giuseppe Picchiotti: It's a little too early to draw a conclusion, but generally we are happy. The results are good and the number of visitors was excellent, but I think there is still a lot of work to do for a successful future for Baselworld.

You outfitted fashion models with your jewellery for the new fashion show. How did you like the event?

I think the catwalk is quite an attraction. It is good to be there and

to show our jewellery to a large audience. The fashion show is one of the new steps for which we are very grateful.

What are your most successful collections?

Many people know us because of our 'Classics' collection, which remains the pillar of our company. But we have also very successfully developed our 'Xpandable' collection, which has brought us an incredible amount of business.



Giuseppe Picchiotti

What role do coloured gemstones play in your designs?

The traditional use of emeralds, rubies and sapphires is a very important part of our business. They were actually the key feature of Picchiotti. Using those gemstones now in our Xpandable line has also been extremely fruitful for us.

Your primary sales market is the USA. Do you have any shops of your own there or elsewhere?

No, zero! We were not born to be retailers. We were born to be manufacturers. For us, it is important to design, to produce the models and the finishing, and to set the stones. This is our world.

Ring with diamond (12.64 ct.) and buff topped rubies (12.30 ct.)

> I.1, D59

AUGMENTED REALITY

When you see the AR sign in this paper, additional content is hidden on the page. You can discover it with the Baselworld App. Open the app, choose "Augmented Reality" from the menu and scan the image with your phone. Enjoy!



24 | JEWELLERY

BASELWORLD
Daily News


Gold and diamond dust

Pesavento strengthens its position in the windows of the best jewellers

Interview by Roberto Chilleri

Chiara Carli, Creative Director and co-owner of the Italian brand Pesavento, talks about the choices that have written a new page in the history of silver jewellery. From the idea of jewellery for all occasions to the latest great new arrival: the jewel in gold and Diamond Dust.

BWDN: The Pesavento brand is associated with the concept of evolved luxury. What exactly do you mean by this?

Chiara Carli: Our vocation is to create refined, evolved jewels that can excite and seduce. The brand has a strong and constantly developing stylistic identity. Our pieces are made-to-measure for the woman of today, because they can be worn in the morning before going to work and can continue to be worn until the evening, whatever the situation. And, very importantly, the jewellery must be comfortable and practical.

Are you also betting on gold this year?

Our core business remains the silver collections, which again this year have acquired many new features. It's also true that for some years now we've been focusing on selective distribution, and the high-end stores have also discovered that Pesavento is a benchmark for the luxury market. That's how the idea was born to present a collection in gold and Diamond Dust with our stylistic imprint.



Rings, necklaces and bracelets from the Basic collection, in 18k gold and Diamond Dust

The test we did in January was a great success, and so we are launching the 18k Gold Diamond Dust line at Baselworld.

Can you tell us something more about the new line?

With great pleasure. First of all I would like to point out that for us gold means 18-karat only. About the rest, the new products are divided into two collections: Basic, continuing our history with its clean lines and hollow pipe working; and Cocktail, with its geometric, square, rather small forms and rather reminiscent of Jolie, one of our best silver sellers, that likewise is always an ideal piece to be worn. Naturally, all models are illuminated by Diamond Dust: dark grey for white gold, and white for pink gold.

And your current target?

To continue on the road of consolidation. Recognisability and constant innovation are rewarding us. We are not increasing our outlets, but the revenues of individual outlets that are giving us more and

more space. They have come to know us, as have many consumers, through social networks. On Facebook we already have over 50,000 followers, and over 7,000 on Instagram. The loyalty of the end customer is leading us to create a community, to involve them more and more in the story of and news about our brand. But I would like to say one last thing: E-commerce is not part of our plans. We invite followers to buy our jewels in a store, where there are professionals who know how to present them.

Is Baselworld the ideal showcase for your plans?

Certainly, Baselworld remains the meeting point for customers from all over the world, thanks also to the presence of brands that are a beacon for the world of watchmaking and luxury in general. We are present in many of the dealerships of those brands. There are high-profile customers from far away countries that we can only meet here.

> 1.2, B09

Messika is making a diamond road movie

With her new high jewellery collection entitled Born to Be Wild, Valérie Messika takes us to the desert in pursuit of the American Dream, all in wonderful technicolour

By Kyra Brenzinger



Snake Dance earrings from the Born to Be Wild collection – white gold and 5.04 carats of diamonds

Imagine a Paramount Pictures backdrop, with its wide open spaces and the sun shining and glinting on diamond-studded jewellery against the blue sky, like stars in the heavens. The new Born to Be Wild high jewellery collection launched at Baselworld depicts the beauty of diamonds against a Hollywood movie backdrop.

"In creating this collection, I was mainly thinking of road movies like *Thelma and Louise* by Ridley Scott", explains Valérie Messika. With a focus on feminine jewellery, she offers us diamond-stud-

ded head adornments for queens of the desert and bracelets worn at the top of the arm. Messika elaborates: "The spirit of this collection is very free with a cool attitude and a love of adventure as celebrated in the film *Easy Rider*, paying tribute to the famous Route 66, which made the song *Born to be Wild* popular in 1969!" She has therefore increased the number of her neo-jewellery pieces with double-finger rings, earcuffs and XXL earrings, as worn by great stars such as Beyoncé or Charlize Theron at recent red-carpet

events such as the Grammy Awards. "I am still keeping things very French of course, and am particularly inspired by fashion, but I am also fascinated by the power of nature. For me, the United States is both the desert and Palm Springs in California. However, it is a landscape that I will continue to explore from a creative point of view." The adventure on Route 66 is just starting for Messika, and it already seems to be covered in diamonds.

> 1.1, D55

Chain reactions

A multitude of textures guarantees a terrific effect

By Christel Trimborn

Small structures with a big effect: Whether rolled on smooth wire or hammered, exciting effects are assured by the many different products with interesting textures that Schofer, the Pforzheim-based chain manufacturer, offers its international clientele. Sometimes these structures and textures resem-

ble graphic parquetry or textile patterns, and other times they recall fashionable animal prints. Oxidized surfaces can further enhance the textile character. This proves once again that Schofer's designers are never at a loss for creative ideas.

> 1.2, A51



Rolled or hammered textures create interesting effects on Schofer's chains