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D6 *life style*

Brought to you by Singapore JewellFest

Rock stars of the world

Melissa Heng checks out the designs from four regions on show at the Singapore JewellFest



Ring with white and brown diamonds in 18K white gold (left, \$6,470), ring with white and black diamonds in 18K white gold (right, \$3,360) both by Orital

Yellow sapphire ring, price unavailable, by Annamaria Cammilli

Earrings with morganite, aquamarines and diamonds in 18K white gold, price \$77,622, by Giovannetti Gioielli

1 Italy

What is special about Italian jewellery: Italy has a tradition of craft and artistry for fine jewellery that dates back to the 18th century. Ms Angela Loh, Singapore JewellFest festival director, said this is what sets their jewellery apart.

"Over the years, their craft has evolved into contemporary styles that are modern yet maintain the European country's rich heritage," said Ms Loh.

What you need to know: There are eight labels from Italy taking part in JewellFest.

Annamaria Cammilli, Orital, Rota e Rota, Zydo and Oro Trend are all well-known labels which have presented their works at the festival before.

Three labels – Leonori Gioielli, Massimo Raiteri and Giovannetti Gioielli – are taking part for the first time.

Leonori Gioielli, founded in 1962, is known for its intricate designs and attention to detail.

Massimo Raiteri's designs are inspired by emotion, poetry and art. Each collection reinterprets geometric shapes, lines and colours.

The brand also takes a strong stand against blood diamonds: It ensures that every piece comes from areas free from any conflict, does not involve illegal trafficking and workers extracting their diamonds are offered fair work environments.

Giovannetti Gioielli specialises in producing feminine and fashionable pieces, with an emphasis on colours.

Brought to you by Singapore JewellFest

2 Germany

What is special about German jewellery: German jewellers are known for harnessing the latest technology to create their jewellery designs.

"Conceptual design, impeccable precision and engineering are the hallmarks of German fine jewellery that is iconic in its subtle elegance," said Ms Angela Loh, Singapore JewellFest festival director.

For example, jeweller Heinz Mayer has a patent for its Rolling Diamond technology, an innovation which sets diamonds in moving parts on hand-made jewellery.

What you need to know: Seven jewellers from Germany have been brought in for this year's JewellFest.

Buddha Diamonds, Hans D. Krieger Fine Jewellery, Heinz Mayer, Blessing and Stenborn are releasing labels while Elich Zimmerman and Essava Viva are first timers to the festival.

Buddha Diamonds, as its name suggests, has patented Buddha-cut diamonds, which are sculpted and cut in-house from a single rough diamond.

The patented cut takes the classic form of the spiritual logo, sitting cross-legged with his palms placed together. It takes 10 times longer to cut as compared to a regular diamond.

Elich Zimmerman is another brand to look out for as an example of designs made using German engineering. Its Cocoon collection, an award-winning series, is known for its voluminous yet lightweight pieces, such as a rose-gold necklace that features a string of leaf-shaped segments.



Diamond pendant worth 3.2 carats in 18K white gold, \$1,110, by German label Stenborn

Parasha tourmaline bracelet with Rolling Diamond technology, price unavailable, by Heinz Mayer

Cocoon necklace with pods of 18K rose gold, \$18,750, by Elich Zimmerman

Rose-gold necklace, \$18,998, by Hirsching

Buddha diamond set in glass pendant in 18K white gold, \$7,000, by Buddha Diamonds

3 Middle East

What is special about Middle Eastern jewellery: Jewellers there draw from a rich history of techniques and cultures from various parts of the region. Influences range from ancient sculptures to oriental symbolism.

"The mystique and classic opulence of the Middle East is the alluring element in the design and craftsmanship of the jewellery brands from this region," said Ms Angela Loh, Singapore JewellFest festival director.

What you need to know: Four labels from the Middle East are participating in this year's JewellFest. Gemayel Jewellery from Lebanon, and Arts & Gems and Renee Jewellery – both from the United Arab Emirates – have presented their collections at

previous JewellFests. Yael Deitl Diamonds (from Israel) will be showcasing its designs for the first time.

The Israeli brand, which has been around for three generations, specialises in diamonds of all colours.

Another recognised label, Arts & Gems, was established in Dubai in 1970 and is one of Dubai's oldest jewellery stores. Its classic pieces, such as a wide sapphire and diamond bracelet, draw from traditional cultural influences and patterns.



Sapphire and diamond bracelet, price unavailable, by Arts & Gems

Yellow and white diamond earrings in 18K white and yellow gold, price unavailable, by Yael Deitl Diamonds

Diamond necklace worth 12.21 carats in 18K gold, price unavailable, by Renee Jewellery. PHOTOS: SINGAPORE JEWELLFEST

Diamond bands, price unavailable, by Gemayel Jewellery

4 The Americas

What is special about jewellery from this region: Jewellers from this part of the world love drama and glamour.

"The attraction and prestige of the red carpet is evident in American jewellery design, which are gloriously created and inspired by runway trends. Even classic looks hold an element of drama," said Ms Angela Loh, Singapore JewellFest festival director.

For example, American brand Mordechai Collection has

designs that call to mind the vintage glamour seen in the film *The Great Gatsby* (2013), starring Leonardo DiCaprio.

What you need to know: There are five labels from the Americas taking part in JewellFest this year.

Four are returning brands: Yael Sonia from Brazil and American labels Mordechai Collection, S.J. Solitaire Jewels and Mouawad.

American brand Morcha will take part for the first time.

The most famous among these is Mouawad, which has acquired some of the largest and rarest diamonds from around the globe. The label has been worn by celebrities, such as actress Eva Longoria, supermodel Naomi Campbell and reality star Kim Kardashian.



Emerald earrings, price unavailable, by American label Morcha