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ON-TREND

Justifiably known as one of the major fashion capitals of the world, London is home to top international brands and established labels. **Juliet Hutton-Squire** of Adorn London explains why London Jewellery Week is to the jewellery world what London Fashion Week is to couture. Inspirational and, ultimately, a showcase for some of the finest design and craftsmanship, it offers an impressive array whatever your budget, age or style. Whether you are an investor or first-time jewellery buyer, London Jewellery Week is all about bringing the best of our city's jewellery to you.

Get involved

Head down to **Treasure** to see some of the city's sensational designer-makers push the boundaries of contemporary design. Explore the world of conceptual jewellery as seen through the eyes of the creators themselves. Penelope Batley's 'Big Big Bling' floor necklace, for example, captures the playfulness and childlike delight of the gigantic surreal and blurs the boundaries between the familiar and unfamiliar.

Don your Victorian robes and soak up the street festival atmosphere in London's prestigious jewellery quarter **Hatton Garden**, where you will have the opportunity to explore an exciting range of hands-on activities. The seminar on beading techniques should be at the top of your to-do list with 'Tribal' cited as one of summer's top trends. If you have always dreamt about being a jeweller then why not steal a chance to explore your creativity

and enjoy a bit of workbench time whilst listening to the jazz tunes emanating from the street?

The gilded, chandeliered interior of **Goldsmiths' Hall** plays host to a series of insightful seminars covering everything from hallmarking and how to spot jewellery fakes to discussions with high-profile jewellers Shaun Leane and Leo de Vroomen as well as a historical perspective on jewellery from Sotheby's expert, Joanna Hardy.

Beauty and brilliance

This summer is all about stacking and layering – jewellery's hottest trend. Wristwear is this season's must-have. From statement stacks to sentimental arm candy, the 'more is more' concept gives you carte blanche to stack them high! Annina Vogel will be hosting in-store consultations throughout the week at **Liberty**, offering

you the opportunity to assemble your own personal vintage jewellery 'collage' piece. For bangles with an eco-conscience, **Leblas** stocks statement armwear from the likes of ethical warrior Pippa Small.

Classic styles never seem to go out of fashion and you can see some of the best examples of fine jewellery adorning a couture collection by Ulrich Engler at the **Goldsmiths' Company's** Salon Privé. Inspired by the curve of a swan's wing in flight and the winged goddesses of ancient Greece, **David Marshall's** diamond feather collection exudes grace and elegance. **Boodles'** diamond-glistening *Velocity* Collection has to be one of my favourites. The torpedo shape, iconic to the collection, is eye-catching, whether in high polish metal finish or encrusted with diamonds. The collection oozes fast-track elegance and contemporary glamour. The chunky, silver nugget beads of **Dower & Hall's** *Nomad* Collection are right on track to adorn some of this summer's major catwalk trends. Tribal meets urban utility: this collection will suit any city nomad with its distinctive style and versatility.

Jewellery is the perfect medium to blend styles and London is a melting pot of different cultures and influences. On Green Street, **PureJewels'** simple *Honesty* and decadent *Passion* collections reflect the romantic story behind the brand. Their jewels radiate South Asian charm, merging centuries of heritage in design and craftsmanship with sumptuous Bollywood glamour.

Creative and contemporary

Contemporary jewellery is a growing medium – both for designers and collectors. From Merle O'Grady's transparent laser-cut Perspex chandelier earrings at **Wolf & Badger** to the scores of designers on show at **Lesley Craze Gallery**, jewellers are embracing modern techniques to create pieces out of materials you might never have expected to wear on your wrist, finger or around your neck. Wood, plastic, leather, paper and glass are just some of the materials being used to create new styles of wearable art.

Treasure, London Jewellery Week's visionary designer exhibition, celebrates the finest contemporary jewellery: from the deconstructive architectural influences of Zaha Hadid's collaboration with Atelier Swarovski to the innovation of JeDeCo (Jewellery Designers' Collective) and the seductive luminosity of Jayce Wong's 'A New Stone Age' – the latter a collection which explores the potential of using a gem's unique fluorescence as a source of beauty.



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Maria Francesca Pepe continues to excite with her concept of jewellery-wear creating the link between ornament and wearability. Katie Rowland's brazen typography-inspired pieces such as *Heartbreaker* and *Ring Me* have taken on cult status; a must-see, trail-blazing collection that leaves an indelible mark. The enchanting collections of Dominique Vezina explore the delicate symbiosis of recycled charm and vintage collectibles. East meets West in Amanda Brighton's exotic collection, fusing a western contemporary aesthetic with an Oriental exuberance.

Whether you're looking for that seasonal must-have, statement neckpiece, timeless classic or perfect engagement ring, there are literally hundreds of reasons to visit the showcase events and meet the designers themselves during London Jewellery Week.

I can't wait to see you there!
adorn-london.com

1 Sarah Herriot 2 Josef Koppmann 3 Jane Moore
4 Graeme McColm 5 Laura Bennett
6 Atelier Swarovski by Zaha Hadid 7 Boodles
8 David Webdale 9 Bronagh Kennedy
10 Catherine Best, 11 Joanna Dahdah 12 Studio Fusion
13 Serena KH Park 14 Dower & Hall



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