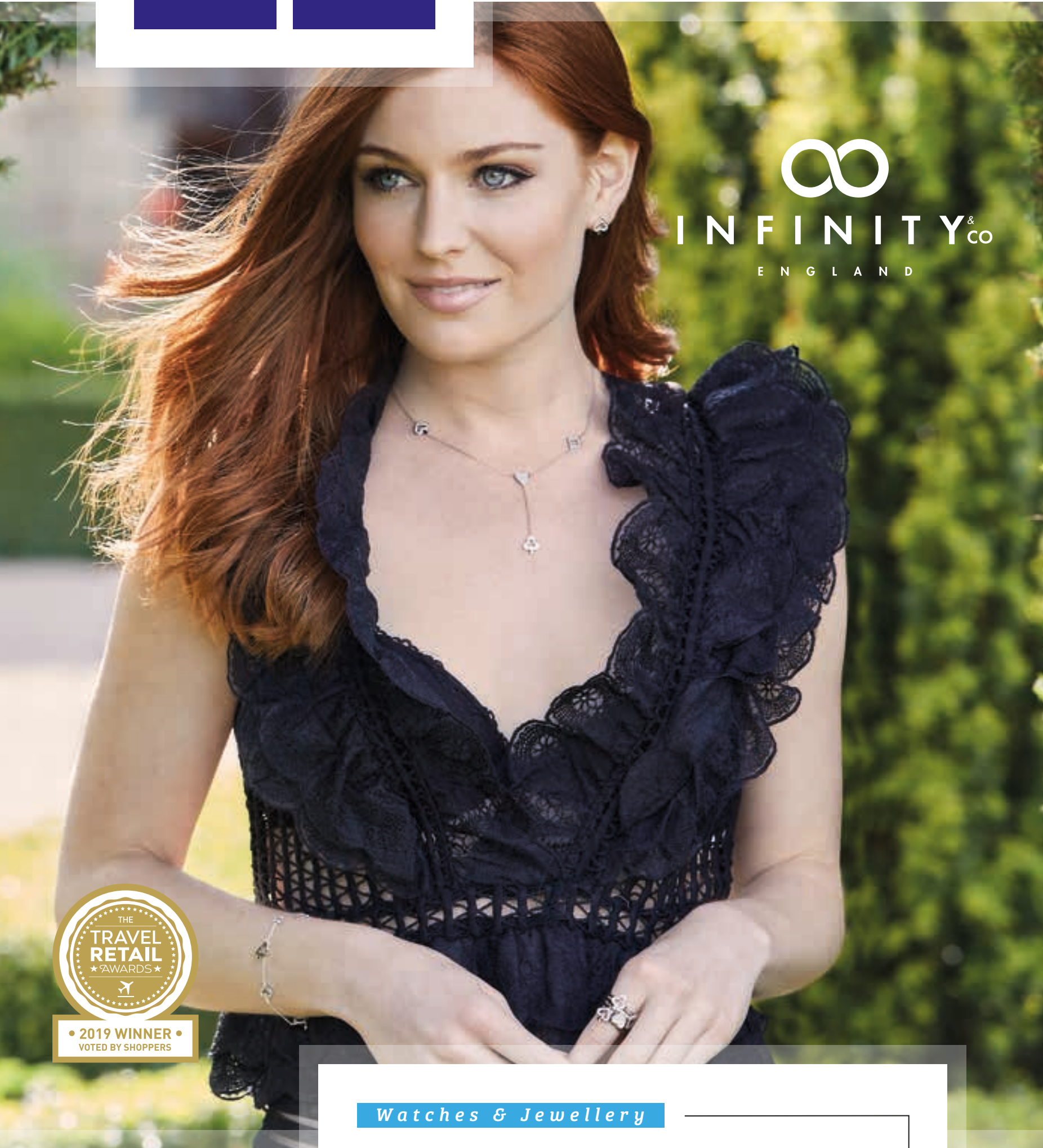




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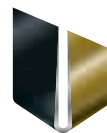
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A strong core collection for any jewellery or timepiece brand runs through it a thread of meaning that resonates with the end consumer for many years. Jessica Mason explores the globe for a selection of the very best new releases that offer wearers a sense of purpose and brand identity that they will wear for years.

Collection *runway*

Our accessories are our mirror to the world, reflecting who we are as people. With this in mind, when a travel retail consumer selects a piece to wear from a line-up of other items within a range, it will be because it speaks to them and doesn't just appeal aesthetically; it reflects their core values and sense of self.

"Everybody wants to stand out and show individuality," says Marianne Jensen, Global Travel Retail Manager, Trollbeads (Green Village J43). "Also, jewellery must have meaning. It is not used 'just' to look good," she adds. After all, she explains that in some cases, if someone cares about the world around us, or the environment, they might lean more towards certain materials or motifs that are representative of their interests. "The end consumer likes the idea of buying into a product which originates from nature and offers a deeper meaning than just beauty," says Jensen.

Jewellery and timepieces have also long been used as status symbols – a way to show others their affluence. To adorn oneself with certain brands has become the hallmark of success.

"Logomania is still on fire. Furla's dedicated new logo is featuring on the watch hand and the dial which emphasises on this trend," says Vivien Ho, Travel Retail and Duty Free Manager, Morellato Group (Blue Village F26), which showcases Furla alongside other brands in global travel retail.

For instance, timepieces with links to expensive automobiles are also coveted and admired because of the associated links with craftsmanship and mechanical excellence.

▲ *Majorica's Pirouette collection is inspired by the world of dance. "As in dance, iconic and timeless pieces coexist with contemporary styles," says Anna Roig Fernandez, Export & Travel Retail Account Executive, Majorica.*



▲ At *Coeur de Lion*, the clear shapes of Carola Eckrodt's design language, combined with high quality materials and a joyful use of colours, makes the brand and its lines so unique and highly recognisable.

"All the Maserati items recall the sporty, elegant style of its cars," reminds Ho, pointing out that "the famous Maserati trident logo is always presented on the dials" plus all of "the details, material combinations and colour mix are directly inspired by the automotive world of Maserati." Naturally, this helps to sell more and appeal to consumers who are familiar with the reputation of the brand.

Feeling connected in some way to the world around us has become increasingly important to consumers. That sense of place, or a reminder that they are a cog

in the wheel, helps give a subconscious reminder that they are part of something. For many, these ecological and planetarium representations are as important to them as recycling.

Tateossian (Riviera Village RF10) is "launching globe cufflinks, one pair that has a resin glass ball as if it is a real globe with enamelled detail of the world," reveals Hannah Walmesley, Senior Sales and Marketing Associate, Tateossian. The company will also be launching another pair of world cufflinks which are flat D-shaped cufflinks "with the world map split in

two and each pair features one side of the world," she adds. "We have created new world clasps that fit into our eco-friendly, waterproof double wrap bracelets," says Walmesley. "This season's theme is very blue, a deep blue like the ocean; this comes from the theme of the world," she adds.

"With this new collection, Anne Klein watches is making an effort to be more environmentally-conscious with the addition of solar powered watches that do not require batteries," says Rob Robertaccio, Vice President, Travel Retail Sales, Anne Klein (Red



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◀ Tateossian is launching globe cufflinks – one pair that has a resin glass ball as if it is a real globe with enamelled detail of the world.

Village L20), showing that being eco-aware isn't just virtuous and conscientious, but also a unique selling point for many companies.

Personal style

Another USP for a brand is a flexibility to help consumers illustrate their own personal style. This is something that Les Interchangeables (Yellow Village B25) does with aplomb.

"If there is one theme that comes back to each of our collections, which applies to our watches,

but also to all of our jewellery in general, it is the interchangeability," says Virginie Bonnet, spokesperson, Les Interchangeables. "Indeed, Les Interchangeables is a French brand of luxury fantasy jewellery that creates unique and original products that adapt to all styles and personalities. Each woman can create her own style, according to her desires, by changing and interchanging the colours, the models."

Showing the world your own personal style resonates with many and it's a theme that continues to stand the test of time. "Customers prefer rare and

precious pieces to underline their unique personality," hints Birgit Marie Schmidt, Communications & Marketing Manager, Frey Wille (Yellow Village C15).

However, they are also drawn towards items that communicate their joy of living and the energy and passion they have for things. One such collection, from Zino Davidoff (Yellow Village G43), is like an immortal tribute to such a free spirit and is "a tribute to our founder Zino Davidoff and to his passionate zest for life – every product is an expression of impeccable quality and timeless style," explains Michael Meier,

With this new collection, Anne Klein watches is making an effort to be more environmentally-conscious with the addition of solar powered watches that do not require batteries.



◀ Floriography (the 'language of flowers') depicts attributes of personality. Chow Tai Fook's 'Bond to Love' creates four exquisite sets of pure gold bridal jewellery with the leitmotif of flowers, namely lily, primula, moth orchid and hydrangea, to reflect a wealth of individual preferences.



International Sales Director, Zino Davidoff. "Our leitmotif is 'zest for life' and we aim to develop products which are a pleasure to wear/to carry, and which are a kind of sensation to the touch," he adds.

This adventurous leaning manifests in many collections provoking thoughts of travel and exploration, as well as mirroring how united we are as humans sharing a planet. Within collections from brands, this can be illustrated by all items being linked thematically, so that the wearer feels that each piece ties together to create something whole. One such collection that does this is the one that "incorporates colours and designs from Anne Klein's creative team". Robertaccio highlights that "these themes are infused into the entire collection including watches, clothing, jewellery, shoes and handbags to create a unified lifestyle experience for the customer".

Happiness, fun and playfulness

In its simplest form, vibrant colour is used to great effect within jewellery and watch collections to show happiness, fun and playfulness. "This year, our collections have a lot more colour," says Claire O'Donnell, Travel Retail Manager, Kurate International (Green Village H44), pointing out that "bright stones and crystals on coloured strings bring a new happiness to the collections. Rose gold and the resurgence of yellow gold feature heavily, which is one of the key trends we are seeing," she adds.

"Creating fun, playful pieces with the inclusion of vibrant colours is a huge trend this season," agrees Jennifer Hawley, Senior Marketing Executive, Buckley London (Red Village H4). "Our past collections have seen the incorporation of colour primarily using semi-precious stones, such as rose quartz and blue lapis, but this season sees a step on from this with the use of rainbow coloured crystals on wristwear, pendants and earrings."



▲ *Les Interchangeables is a French brand of luxury fantasy jewellery that creates unique and original products that adapt to all styles and personalities.*

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Oliver Weber (Green Village J47) is “showcasing the Rainbow Collection which contains jewellery, as well as watches” and “this collection reinterprets well-known symbols in a playful manner, underlining their timeless nature and enriching it with generous splashes of colours,” reveals Jutta Recheis, Managing Director, Oliver Weber Collection. “The result is an urban-chic selection which meets the world traveller’s needs for self-expression, as well as his usual concern with souvenirs and gifts for the loved ones,” Recheis explains.

Over at Coeur de Lion (Green Village M50), “the clear shapes of Carola Eckrodt’s design language combined with high quality materials and a joyful use of colours, makes the brand and its lines so unique and highly recognisable,” says Kati Neuner, Head of International Sales, Coeur de Lion.

Meanwhile, for Frey Wille “the colours used within the fire enamel designs are supposed to spread a powerful message: Colour your life! They emanate positivity, joy of life and the colourful world of the arts,” highlights Schmidt.

“New obtained home brand Oui & Me Watches are fully designed in France with very refreshing French luxury senses,” says Ho, pointing out that they are “embodied with 3D floral printings and influence customers with positive energy”.

Floral symbolism as well as decorative colour can also have hidden meanings that can emit messages of true happiness – themes such as these – people want to show others they think or feel.

“In Chinese tradition, flowers are a symbol of jubilation, wealth, bliss and harmony,” says V.V. Tam, Senior Officer – Overseas Business Department, Chow Tai Fook (Green Village K56). “Floriography (the ‘language of flowers’), on the other hand, depicts attributes of personality. On the same note, ‘Bond to Love’ creates four exquisite sets of pure gold bridal jewellery with the leitmotif of flowers, namely lily, primula, moth orchid and hydrangea, to reflect a wealth of individual preferences,” explains Tam.

Ho agrees, observing how “Asians tend much more to purchase something which is related to good fortune and has some good hidden message.”

There’s a certain freedom in this kind of layered approach to adornments having hidden meanings. Whatever the wearer chooses, it’s their liberty – their way of rebelling against social codes and showing their true selves to the world without the permanence of a tattoo or even a change in hair colour, what a person wears on their wrists, fingers and necklines can be a subtle nod to freedom – a hint of bohemian spirit in an otherwise conformist world.



Zeades is presenting its new Capsule Collection AW, with a strong new outline in imperial green tones through semi-precious stones, such as for example malachite, and of course also in its own leather palette, with a new addition of a vintage green leather braiding.



▲ The Zino Davidoff collections are a tribute to its founder Zino Davidoff and to his passionate zest for life – every product is an expression of impeccable quality and timeless style. The company’s leitmotif is ‘zest for life’.



▲ “Everybody wants to stand out and show individuality,” says Marianne Jensen, Global Travel Retail Manager, Trollbeads. “Also, jewellery must have meaning. It is not used ‘just’ to look good.”



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At Trollbeads, Jensen explains that the brand's key customer is "a woman who is not defined by others. She wants to be different and stand out. She is bohemian luxury." Furthermore, Jensen outlines how "being bohemian is the essence of having explored and experienced, but also defined by being in touch with one's feelings and confident in one's skin and mind."

Danielle Devreese, General Manager – Worldwide, Zeades (Blue Village F27) reveals that for "this capsule collection I walked a bit of a new path for me, and also took along the ladies' line in one of my favourite themes – the sea and port life, which I contemplate every day while walking to the office."

Devreese points out that the style of the new collection is "very colourful, and therefore I dared to add on even more colours, stones and materials, to vibrate on the same kind of Bohème breeze we feel here," she explains, adding: "I noticed how the sea, sea views and ports with boats seem to always have a calming – yet at the same time exciting – effect on everyone."

Dance and frivolity

The way representative themes can affect thoughts, moods and enhance general feelings of happiness can be seen in the collections that tie together dance and frivolity – there is indeed a lucrative piece of business in launching a range that conveys such elements, whether that be in the curve of a gemstone or the twist of a strap.

Anna Roig Fernandez, Export & Travel Retail Account Executive, Majorica (Yellow Village F54) explains how the Pirouette collection is inspired by the world of dance. "As in dance, iconic and timeless pieces coexist with contemporary styles," says Roig, describing how a pirouette, "in the world of dance, is the most difficult step that requires the most advanced techniques" and so it is "just as our new collection – with rounded shapes, spirals of interlaced pearls with cubic zirconium – it requires the nearly 130 years of craftsmanship and know-how Majorica has obtained."

A common theme with links and closures as well as twists within jewellery and watch styles, the shapes become representative of other things that resonate meaning. Relationships and closeness can be portrayed. Jewellery and timepieces can be the threads that tie us, whatever the distance or the time. This can be true for family members, partners or for heirloom items passed down from one generation to the next.

▲ *Buckley London is unveiling its Spring Summer 2020 collections. Among the upcoming season's range is the delicate, feminine 'Eternal' collection, taking inspiration from artistic and naturally forming sculptures, with flowing, abstract shapes interlinked and finished in silver plating and rose gold tone.*

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CHOW TRAI FOOK

Frey Wille will launch several new collections and designs, including a brand new Hommage collection reimagining the fantastic work of French painter Paul Gauguin which he based on the ideal tropical paradise of the South Seas, as well as Paris Pop – a cheerful collection inspired by the Parisian lifestyle and landmarks.



Majorica presents the Monica Cruz Collection and, for the first time in its history, Majorica is launching a jewellery collection for mothers and daughters. “Essentially, a moving collection featuring two main elements: a heart and the quintessential Majorica pearl, designed by the actress Mónica Cruz,” says Roig. “The heart motif represents the immense love and strength that exists between mothers and daughters, while the purity of the pearl represents daughters who, no matter what their age, never stop needing their mothers,” she adds.


Chow Tai Fook Jewellery Co’s new collection is named ‘Bond to Love’ and “it represents the auspicious blessings for both the couple and their families, in that ‘bond’ refers to the everlasting union between the husband and the wife and ‘to love’ illustrates the touching scene on the wedding day when the bride puts on gold jewellery given by parents and in-laws and receives blessings from families and friends,” says Tam.

Aran Turner, International Customer Service Manager, Clogau (Yellow Village D35) reminds that “Clogau has a fantastic story and unique selling point behind the brand which resonates with consumers – every piece of Clogau jewellery contains rare Welsh gold from the Clogau St. David’s gold mine, the same gold used by the British Royal Family since 1923.” Because of this, “Clogau jewellery is often regarded by consumers as an heirloom with both a personal and cultural meaning – something valuable to pass down generations,” explains Turner.

“Logomania is still on fire. Furla’s dedicated new logo is featuring on the watch hand and the dial which emphasises on this trend,” says Vivien Ho, Travel Retail and Duty Free Manager, Morellato Group, which showcases Furla alongside other brands in global travel retail.



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Kurate International's collections have a lot more colour this year. Bright stones and crystals on coloured strings bring a new happiness to the collections. Rose gold and the resurgence of yellow gold feature heavily.

The latest launches

New launches of merit this year include the Morellato Group showcasing a range of brands featuring in its portfolio: For instance, there's Maserati, which "will focus on the promotion of new collections FW2019 which include its extension line for the Potenza Collection and New Triconic Collection," says Ho. Maserati watches have seen great success throughout all channels, but, for Maserati, "we would like to highlight the new Potenza Auto collection," she adds. For Furla, Logomania Hit will continue and "we are going to focus on the new SS19 & FW19 launch where we find them in new colours," says Ho.

Meanwhile, for Morellato itself, the flagship

Frederique Constant will present three trendy timepieces within its entry price among its classics collection – available in full stainless-steel or with a blue croco calf leather strap, the wearer could also choose the rose gold-plated case combined with an elegant black croco calf leather strap.



brand of the company, the plan is to present its new jewellery set. "The focus of the season is on the Love Forever Concept," says Ho, who outlines how the "new Morellato logos have been embedded with the precious design" plus "there is also a travel retail exclusive set. Other than jewellery, there will also be a Morellato watch which has a pink leather strap with a silver mesh bracelet," says Ho.

Other launches to look out for include Frederique Constant (Riviera Village RG13), which is presenting "three trendy timepieces within its entry price amongst its classics collection – available in full stainless-steel or with a blue croco calf leather strap, the wearer could also choose the rose gold-plated case combined with an elegant black croco calf leather strap," says Marin Grandjean, Worldwide Travel Retail Director, Frederique Constant.

Frey Wille will also launch several new collections and designs, including "a brand new Hommage collection reimagining the fantastic work of French painter Paul Gauguin which he based on the ideal tropical paradise of the South Seas, as well as Paris Pop – a cheerful collection inspired by the Parisian lifestyle and landmarks," says Schmidt.

Frey Wille is also set to launch "several new jewellery shapes, such as the youthful 'Swing' and 'Carré' set and 'Flower Ring', all being adorned with Frey Wille's famous fire-enamel motifs.

Another new item which has already received very good feedback are the 'Pearl sticks', ear jackets adorned with pearls, which can be added to our Cabochon ear studs for an elegant touch," Schmidt adds.

"This year's TFWA World Exhibition & Conference will mark the launch of the Clogau Travel Retail Exclusive 2020 collection consisting of 21 pieces

designed exclusively for our airline partners," says Turner. The collections being showcased include "the iconic Tree of Life, as well as Tudor Court (designed in association with Historic Royal Palaces), Affinity & Looking Glass," adds Turner.

Estella Bartlett (Yellow Village D42) is presenting its new AW19 collection of jewellery. "However, we are excited to add two new ranges to our collection this year," says Antoine Nicolay, Travel Retail Sales Manager, Estella Bartlett.

Zeades is presenting its new Capsule Collection AW, "with a strong new outline in imperial green tones through semi-precious stones, such as for example malachite, and of course also in

our own leather palette, with a new addition of a vintage green leather braiding," reveals Devreese. Other trends that are coming to light include texture, minimalism, angular shapes and layering. Or, in other words: ways of breaking convention and standing out with unique underplay.

"Square-faced watches are very on trend at the moment. This is the first time we have featured them in our collection, and we have them in an array of colours to suit all," says O'Donnell, adding: "We also have some very luxurious textured straps in crushed velvet."

According to O'Donnell, "yellow gold necklaces that can be layered are also very on trend right now, along with substantial bangles

that feel solid and offer great value for money."

Brands such as Majorica have also admitted they have "discovered that minimalism is coming back, smaller pearls are required by our customers," says Roig, reminding that with classic items there will always be an element of looking backwards to look forwards. As Roig deftly describes: "Still, the classic timeless style works and is in constant high demand."



Oliver Weber is showcasing the Rainbow Collection which contains jewellery, as well as watches, and this collection reinterprets well-known symbols in a playful manner, underlining their timeless nature and enriching it with generous splashes of colour.



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