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Gemfields ushers in new era for
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引领宝石贸易新纪元



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A thousand turns in Mogok:
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百转千回去摩谷——探访红宝石之乡



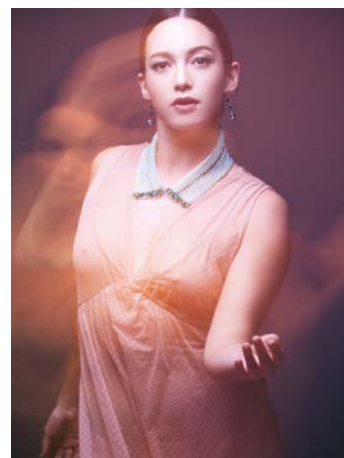
On the Cover 封面

Necklace, ring, earrings and bracelet in 18-karat white gold embellished with
yellow and white diamonds
周大福珠宝的18K白金镶黄白钻项链、耳环、手镯及指环

Jewellery 首饰: Chow Tai Fook Jewellery
Model 模特儿: Michelle @ Quest
Make Up 化妆: Chi Nip
Hair 发型: Po Lam @ Hair Peace
Wardrobe 服装: SAU LEE
Photography 摄影: Kim Ham

70 DESIGNS 设计

Blending art forms
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Finalists selected for JNA Jewellery
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公布入围名单

Crossfor lauds fresh design talents
激励珠宝设计新鲜人

Innovations foster growth of platinum
jewellery market
创新推铂金饰业长远发展

Tahitian pearls and innovative designs
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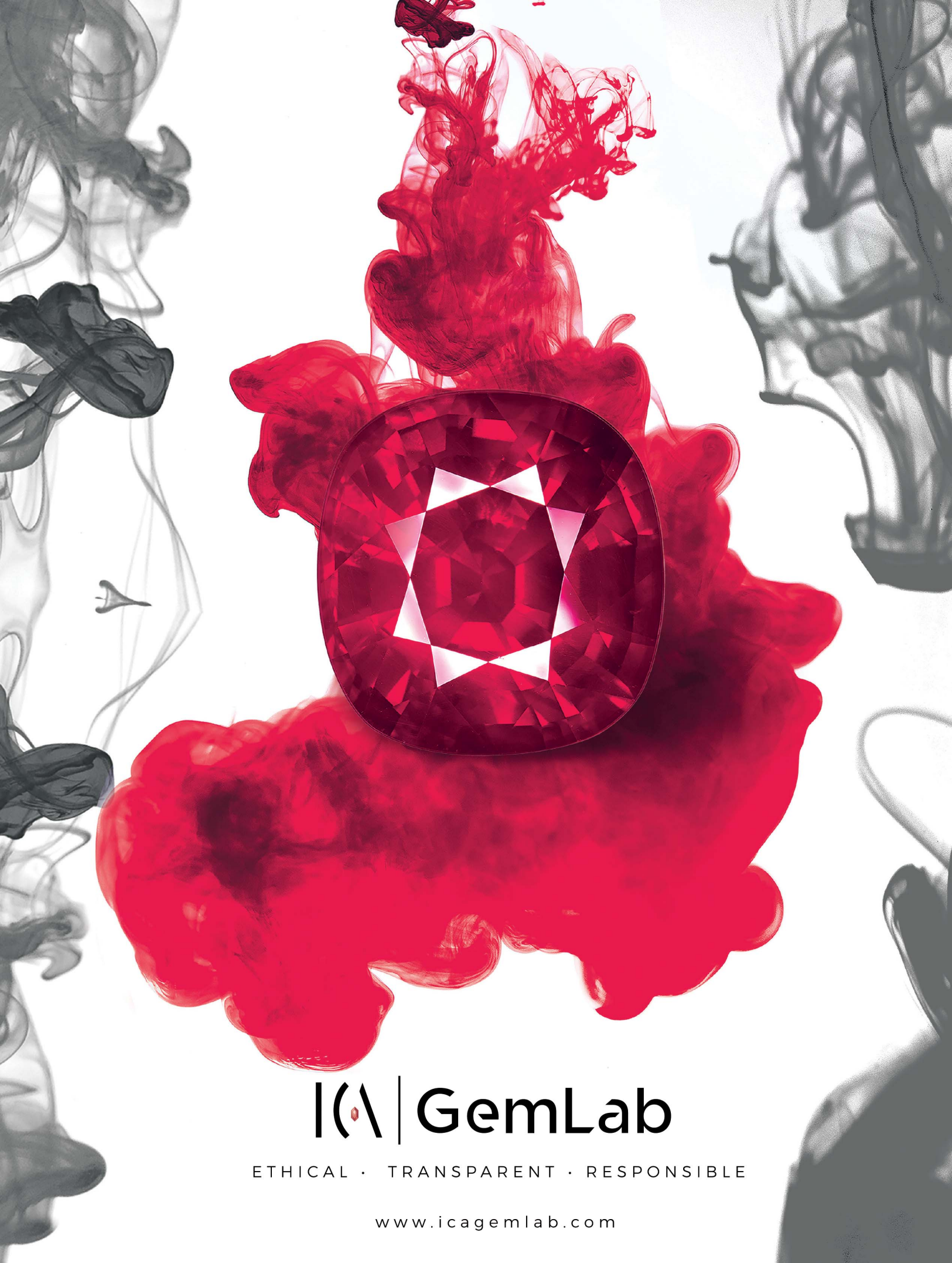
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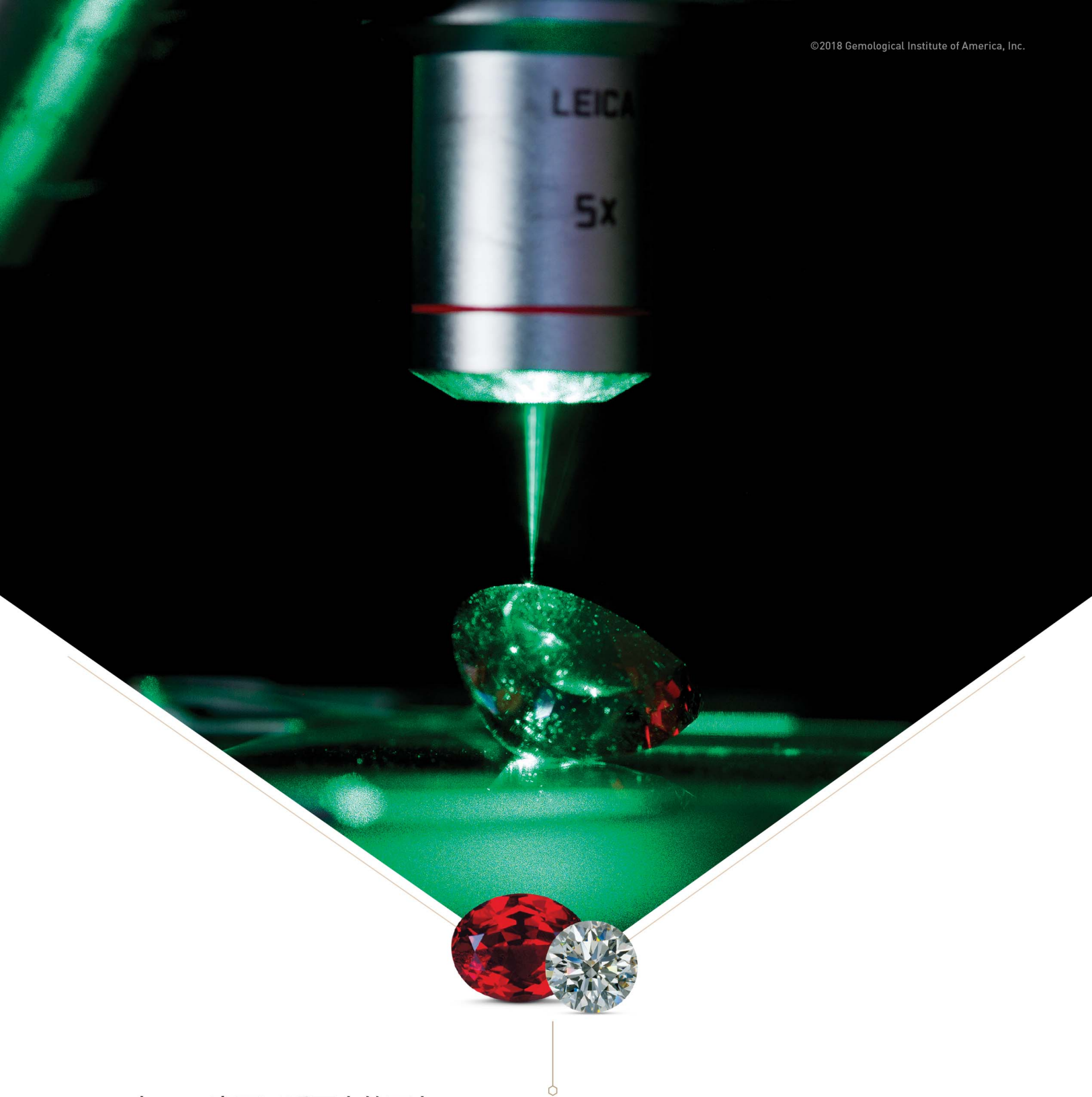
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(Clockwise from top 从左上起) Heart pendants in rose gold with diamonds, onyx and coral from Roberto Coin
以钻石、玛瑙及珊瑚打造的Roberto Coin心型吊坠

French actress, singer and Chanel ambassador Alma Jodorowsky in Chanel Fine Jewelry, including Pétales de Camélia curved ring and necklace in 18-karat yellow gold each set with a diamond 法国歌影星Alma Jodorowsky佩戴香奈儿经典山茶花系列的18K黄金钻石项链与指环

Swan Bridal Collection pendant and ring with Forevermark Black Label diamonds available at Chow Tai Fook
周大福Forevermark天鹅婚嫁钻饰系列Black Label心形单颗美钻配闪钻吊坠及指环

The 'Glowing Ember' white gold ring by Gübelin Jewellery with a 2.14-carat heart-shaped pink sapphire from Madagascar and accentuated with brilliant-cut diamonds 古柏林珠宝“浴火红心”系列白金指环镶嵌2.14克拉马达加斯加粉红蓝宝石，配明亮式切割钻石

Qeelin's special Valentine's Day Wulu interchangeable pink bracelet in pink calf leather. Exclusively available on the brand's WeChat store, the bracelet comes with a choice of an 18-karat rose gold Wulu buckle Qeelin为本年情人节推出的Wulu 18K玫瑰金镶扣配粉红牛皮镶带手镯

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Huw Daniel, CEO of PGI®, talks about unexplored potential in China's platinum jewellery market

PGI® hosts 2018 China platinum jewellery forum

Industry leaders gather to discuss future of platinum

聚铂金 耀未来 国际铂金协会(PGI®) 2018中国铂金首饰高峰论坛

Top platinum industry leaders, innovators, experts and partners discussed the latest developments, challenges and opportunities in the Chinese platinum market at the Platinum Guild International (PGI®) China Platinum Jewellery Forum held in Shenzhen in December 2018. Forum participants also identified potential drivers of growth.

旨在探讨行业最新动向，洞悉先机，国际铂金协会(PGI®)于去年12月初在深圳举办2018中国铂金首饰高峰论坛，与中国首饰企业高管、业界创新者、行业领袖及行业合作伙伴共同分享中国铂金首饰行业的现状、解读首饰行业面临的挑战并对未来潜藏的机遇进行了深入分析，同时也对新经济环境下铂金产业的发展进行了深入交流和研讨。

In his welcome remarks, Huw Daniel, CEO of PGI®, stated that China's jewellery market is undergoing a fundamental strategic transition – not only is there a generational change in consumers; there is also a shift in the platinum industry's business models, brought about by new media and new distribution channels. According to Daniel, to succeed in today's market, platinum businesses should think outside the box and transition from a production-centric to a consumer-centric business model.

Based on market research data, chief strategy officer Tim Schlick pointed out at the forum that the global jewellery industry's future will be significantly influenced by changes in consumer preference and retail trends. Challenges exist in many markets across the world. For instance, China, the US, Japan and India are affected by changing consumer demographics, the shift in preference from traditional jewellery to brand-name collections, and the rise of e-commerce and O2O commerce. These challenges will transform products, business models and the way businesses interact with consumers.

Effective collaborations

The forum featured a speech by top US casting expert Teresa Frye, who called on manufacturers to improve their platinum-casting techniques. As the world's most celebrated brands recognise platinum jewellery's superiority over its gold counterpart in nearly every way and are employing more platinum in their high-end pieces, manufacturers must upgrade their techniques to keep up with leading brands' quality standards, noted Frye.

Furthermore, volume product is now being produced for middle-market consumers, for whom prices must be maintained at accessible levels. Therefore, platinum jewellery makers should perfect their manufacturing processes and boost efficiency to prevent an unnecessary surge in platinum casting costs.

Huge potential in China

It is imperative for platinum businesses to constantly update their brand appeal to keep up with the ever-changing demands of new generation consumers. The platinum market still has immense untapped potential. Consumers celebrate anniversaries, birthdays, festivals, and personal achievements, which represents a high-value opportunity for the industry, and a way to expand beyond the bridal market. According to Dennis Kao, managing director of PGI® China, no matter how much the market changes in the future, platinum will always have a special place in the heart of consumers.

At the forum, PGI® reaffirmed its commitment to upgrade the platforms, mechanisms and services it offers creatively; deepen cooperation with partners at home and abroad, help introduce advanced technology from around the world to China, and encourage innovations in product design. PGI® also expressed its willingness to provide tailored support to its key platinum retail partners, helping them to gain a leading position in the market.

A number of roundtable discussions were held at the forum to facilitate dialogue among platinum manufacturers, brands and distributors. The fruitful discussions gave participants valuable insight into the industry's latest trends, opportunities and challenges and inspired new business ideas.

After the roundtable discussions, three representatives from leading retailers shared their company's best practices in platinum category management and views on the platinum industry's current state and future.

The forum marked a new beginning for the platinum industry in China as it identified clear goals and guidelines for mechanism-building, cooperation and mutually beneficial growth. To better respond to current opportunities and challenges, PGI® is committed to working with its partners across industries to develop a strategy with four pathways – innovation, marketing excellence, collaboration and people, with the aim of further strengthening the Chinese platinum market.





国际铂金协会(PGI®)中国区董事总经理高伟诚指出，铂金首饰在消费者心中的地位不易被动摇

国际铂金协会(PGI®)首席执行官唐昊诚在欢迎致辞中表示：“中国市场正在经历根本性的战略转型，年轻一代逐步成为最重要的珠宝消费群体。同时，伴随新媒体与分销渠道的影响，铂金首饰商业模式也在发生转变。想要在铂金首饰领域取得成功，既要打破固定思维模式，又要从以生产为中心转变为以消费者为中心的商业模式。”

会上，首席策略官Tim Schlick指出，全球珠宝业发展的趋势是消费偏好和零售动态变化的结果，中国、美国、日本、印度等市场与各地同样面临消费群体转变、消费产品从传统首饰转向系列化品牌珠宝、电子商务和O2O模式的冲击等市场挑战。

铂金设计制造领域 产业链协同合作实现价值最大化

论坛现场，美国珠宝铸造业首席专家Teresa Frye就“铂金首饰制造改进空间”发表演说，指出制造商应不断优化铂金铸造工艺。“由于铂金首饰几乎在各个方面都优于黄金首饰，因此世界知名品牌往往使用铂金打造高端珠宝。正是这些顶级品牌对自身质量的要求，驱使铂金首饰制造商们精进工艺技术”。她认为被大量铸造的铂金产品还用于服务中端市场，而针对这类消费者，则需要提供更有价格优势的铂金首饰，而这也意味着需要从铸造工艺上控制损耗及成本，从而提高生产效率。

直面机遇 开拓中国铂金市场新契机

随著新生代消费者求新求变，品牌诉求更需要与时俱进。铂金市场尚有许多潜力以待开拓，除婚庆市场之外，还有结婚纪念日、生日、节庆、自我犒赏等极具开发价值的市场机会。例如伴随二胎政策的开放，铂金首饰可以满足新生儿珠宝礼物的情感需求。

国际铂金协会(PGI®)中国区董事总经理高伟诚谈及铂金首饰市场的潜力指出：“无论市场如何千变万化，铂金首饰始终在消费者心中占据重要地位。”同时，协会也将加快创新和完善平台模式建设，提高服务能力和服务质量；深化国内外的交流与合作，引进国外先进技术、鼓励产品设计创新，并为重视铂金品类的重要零售商夥伴提供针对性支持，以帮助他们引领市场。

峰会当日，铂金生产商、品牌商及批发商等业内人士进行了一系列分组讨论，分享对铂金珠宝行业动态的真知灼见，共同探讨未来机遇与挑战。2018中国铂金首饰高峰论坛意味着铂金在中国市场的发展进入了一个新的阶段，国际铂金协会(PGI®)将继续与行业各方紧密合作，制定全球战略计划，从产业创新、营销洞察、各方协作与网罗人才四个方面实现突破，期冀中国铂金市场迎来更为蓬勃的产业新动力。





Platinum wedding rings recommended by renowned jewellers 铂金婚戒推荐榜璀璨发布

To inject more energy into the market and help boost sales of platinum wedding rings, PGI® announced the "2019 Platinum Wedding Rings Recommended List" in January 2019. Platinum wedding rings created by 18 reputable jewellery brands in China were selected and grouped under four unique themes, representing时尚创意 (trendy creativity), 匠心精工 (exquisite craftsmanship), 隽永经典 (timeless classic) and 臻美三指环 (perfect trilogy) respectively.

2019年1月，国际铂金协会(PGI®)公布《2019铂金婚戒推荐榜》，甄选18家知名珠宝品牌，创立时尚创意、匠心精工、隽永经典、臻美三指环四大单项榜单，集合18款热门婚戒单品，开启了一场行业的盛会！

时尚创意 (trendy creativity)

Five jewellery brands and manufacturers including Lao Feng Xiang, LukFook Jewellery and others
老凤祥、六福等品牌的5组产品获得时尚创意推荐：



匠心精工 (exquisite craftsmanship)

Five jewellery brands and manufacturers including Chow Sang Sang, Chow Tai Fook and others
周生生、周大福等品牌的5组产品获得匠心精工推荐：



隽永经典 (timeless classic)

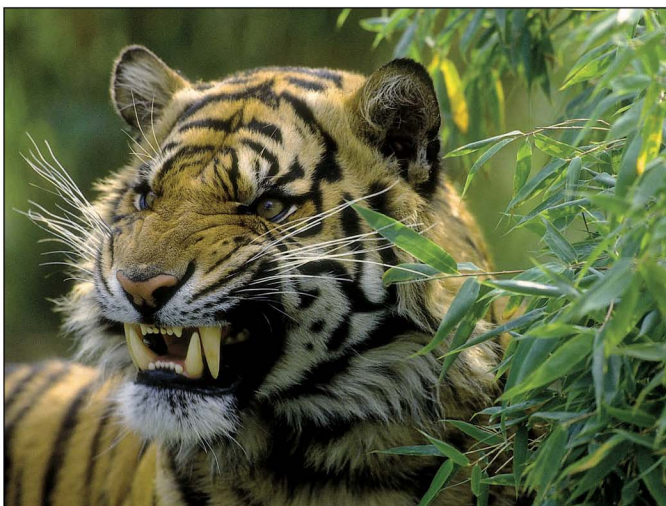
Five jewellery brands and manufacturers including Caibai Jewelry, MINGR and others
菜百、明牌等品牌的5组产品获得隽永经典推荐：



臻美三指环 (perfect trilogy)

Three jewellery brands and manufacturers including Jaff and GMOND
捷夫、吉盟等品牌的3组产品获得臻美三指环推荐：





Dominance

... is demonstrated by these twist drill experts of finest grain carbide when cutting particularly difficult materials!

These instruments are ideal for drilling white gold, platinum, titanium or steel (4203S), particularly for pavé settings (4205S) or for pearls and coral (4203).

Cost-efficiency is boosted by easy handling, precise drilling and an optimum service life.

We and our retail partners will be pleased to advise you. From specialists for specialists.



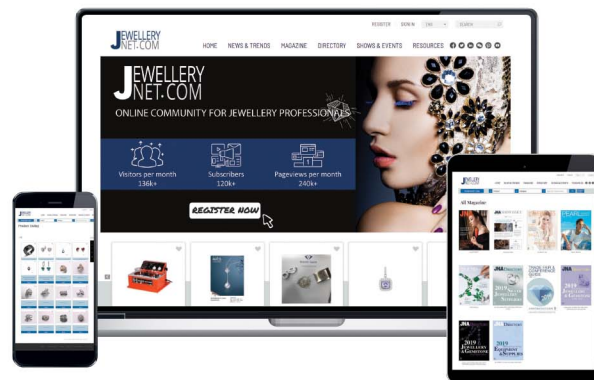
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GJEPC

Brides and gardens

牽系花饰新娘

The quintessential garden wedding takes on a bolder yet more intimate form with diamond-encrusted jewellery pieces from this bridal jewellery collection. The pieces, inspired by flora and fauna, include cascading necklaces, and iridescent rings and earrings that transform the bride into an exquisite garden nymph.

经典的花园婚礼以闪烁的婚嫁钻石首饰，点缀亲密的爱侣关系。以花卉、动物为创作灵魂，透过层次丰富的项链、色彩缤纷的指环及耳环，将甜蜜新娘幻化成美丽出尘的仙子。





Diamond-studded necklace, earrings, bangle and ring
钻石项链、耳环、手镯及指环



'Laurel Leaves' diamond necklace in 18-karat white gold; diamond engagement ring from the Perfect Love Collection
月桂枝叶18K白金镶钻项链 Perfect Love系列钻石婚戒



Necklace, earrings and ring adorned with pearls and diamonds
镶有珍珠及钻石的项链、耳环及指环

Jewellery 首饰: Chow Tai Fook Jewellery

Model 模特儿: Michelle A @ Quest

Make Up 化妆: Chi Nip

Hair 发型: Po Lam @ Hair Peace

Wardrobe 服装: SAU LEE

Photography 摄影: Kim Ham

Coloured gemstone and diamond jewellery set in 18-karat white gold
18K白金镶钻及彩宝首饰套装



DPA CAMPAIGN

ADVANCES IN KEY MARKETS 钻石推广工作见成效

The Diamond Producers Association takes stock of an ongoing marketing campaign that aims to revolutionise the diamond buying experience – a unique retail strategy targeted at today's discerning consumers. 钻石生产商协会检视正在进行的市场推广工作，从零售层面为消费者带来颠覆传统的钻石购物体验。

| Bernardette Sto. Domingo 杜明高 |



Scenes from DPA's offline event in Shanghai

The “Real is Rare. Real is a Diamond.” promotional strategy led by the Diamond Producers Association (DPA) is making strides in changing the way diamonds are marketed, particularly to a younger generation of buyers.

DPA CEO Jean-Marc Lieberherr sits down with JNA to talk about the success of the campaign in the key markets of the US, India and China as well as future plans.

JNA: Please give us an update on the “Real is Rare. Real is a Diamond.” campaign.

Jean-Marc Lieberherr: 2018 marked the second year of DPA’s “Real is Rare. Real is a Diamond.” campaign in the US. It is expected to deliver 1.2 billion paid media impressions among adults aged 21 to 34. The US campaign was consistently present throughout the year and was punctuated by several multi-platform programmes that tapped into engaged audiences.

For the first time in the US, we partnered with Gwyneth Paltrow’s wellness outlet, Goop, allowing consumers to ‘shop the campaign’ jewellery online and offline. PR and earned media efforts added an additional three billion impressions in support of unique qualities that make diamonds authentic, rare and the ideal symbol of love and commitment.

In India, DPA is carrying out multi-media promotions. The campaign targets young married couples who are in the initial stages of their relationship, which often begins as an arranged marriage and later transforms into a more personal bond with time and effort – like a diamond. Our campaign wants to capture this shift to a real and rare emotional connection, formed through bonding and intimacy, while keeping diamonds central to the journey.

The campaign has aired in six different languages across key markets in India. We have created a series of original digital films and customised regional content in multiple languages, which can be viewed on Instagram, YouTube and Facebook. Taking a leap from traditional occasions like weddings and anniversaries, each content piece showcases diamonds as an integral part of everyday moments in a couple’s life.

Since the opening of DPA’s China office in March 2018, the China team has launched its first consumer campaign of “Real is Rare. Real is a Diamond.” (珍如此心 真如此钻) in cinemas and social media in Beijing and Shanghai. The campaign was well-received by a target audience aged 20 to 35. The message of authentic and precious love was relevant and resonated with this audience.

DPA also launched an offline event, “珍如此心Café” in Shanghai as an experiential interaction between couples or friends. In the “珍如此心Café” the couple was offered the opportunity to reflect on and express their emotions of love. Some participants were so touched during the conversations that they couldn’t help but cry.

In conclusion, the launch of “Real is Rare. Real is a Diamond.” (珍如此心 真如此钻) campaign in China was

kicked off successfully in 2018. Moving forward, we are looking at ways to dimensionalise the campaign with more targeted activities for millennials in Shanghai and Beijing.

On the trade and retail front in Greater China, we have launched a mobile-learning platform that uses interactive bite-sized materials to teach frontline sales personnel about natural diamonds. Trade and retail partners are excited about this new way of knowledge sharing. DPA will continue with this approach and offer more content in 2019.

JNA: What is your outlook for the diamond business in 2019? Which markets will drive the growth?

Lieberherr: The US market has been growing for many years and should continue to do so. China is expected to remain strong, too. India will resume growth after a few years of downturn.



Jean-Marc Lieberherr, CEO of Diamond Producers Association

钻石生产商协会以“Real is Rare. Real is a Diamond.” (珍如此心 真如此钻)为宣传口号的推广项目，正在改变全球主要钻石市场的营销方式，同时亦引起年轻消费者的共鸣。

钻石生产商协会首席执行官 Jean-Marc Lieberherr 表示，该推广项目在美国、印度及中国取得理想成果。2018年是此计划在美国推出的第二年，透过不同的推广平台主攻21至34岁的消费群。又夥拍著名女星桂莉芙·柏德露的时尚生活平台Goop销售钻饰，成功吸引媒体的报道，将钻石象征真爱、稀有的形象进一步深化到年轻消费群之中。而在印度，推广的目标群是年轻的已婚夫妇。他们普遍是按照传统经父母安排的包办婚姻而走在一起，经过一段时间的相处与维系建立起感情；协会的推广信息就是捕捉这种情感关系的建立和转变。

有关计划亦于去年正式推广到中国，分别在北京及上海的社交平台以至电影院播放宣传短片，又开设期间限定的珍如此心咖啡馆，为年轻人创造一个慢下来的机会，静心探讨自己与身边人的关系，理解真挚情感的涵义。而在销售层面上，协会开发了手机應用程式，教导前线销售人员有关天然钻石的知识。

展望全球主要钻石市场，Lieberherr先生认为美国市场将会延续过去数年的增长势头。中国市场则预期仍保持强劲需求，至于印度市场经历了一段日子的低潮期后，相信今年有望重拾升轨。

Breathing new life into jewellery 让珠宝重生

The digital age has ushered in new business models, including the so-called 'sharing economy' system. The success stories of Uber and Airbnb in this arena are particularly inspiring. With the Asian market for pre-owned jewellery and watches booming in recent years, jewellery recycling companies from Europe and the US have commenced operations in Hong Kong and local jewellers are tapping into this market by establishing business platforms based on the ideas of sharing and recycling.

数位时代为不同行业衍生出崭新的营运模式，Uber、Airbnb的成功，让更多企业相信共享经济是未来极具潜力和影响力的商业策略。近年，亚洲区的二手珠宝市场发展蓬勃，除了吸引多家专营珠宝钟表买卖的欧美企业落户香港外，亦有香港珠宝商以共享概念建立珠宝体验平台，提升珠宝的使用率。究竟这种营运模式有足够的生存空间吗？

| Sze Man Young 杨诗敏 |



Andrew Brown, president of WP Diamonds



The idea of reselling jewellery used to bring about negative connotations but with sustainability issues taking precedence in the global market today, trading of second-hand jewellery has become a trend.

Jewellery recycling companies like WP Diamonds are taking advantage of this change.

Founded in 2012 in New York, the company has offices in the US, the UK and Hong Kong. It is a division of White Pine Trading, an international diamond and jewellery recycling company.

Andrew Brown, president of WP Diamonds, said the company's goal is to become the leading online buyer of recycled diamonds, jewellery and fine watches globally.

According to him, Asians used to buy higher-quality diamonds but they have since become value-oriented, similar to their American counterparts, over the years. He further commented, "Everyone loves the big brands like Tiffany, Cartier and Van Cleef & Arpels; that isn't changing. Their products are under US\$30,000 while our average price is US\$5,000."

The pre-owned market in the jewellery sector continues to grow. Brown sees a shift from product ownership to buying second-hand pieces or renting jewellery. "Look at Rent the Runway, Airbnb and ZipCar as prime examples. People are now buying products with a view to using them for a period of time and then reselling them to fund the next purchase," he explained.

He added that the buying and selling of second-hand jewellery has been "destigmatised" as consumers are

increasingly looking for value and getting a good deal. With the mentality of "trading out items faster than ever before," consumers are clearing out their jewellery boxes out of practicality.

"Why hold on to something valuable that you no longer wear? These are practical decisions that savvy consumers are now making," noted Brown. "The difficult part of the second-hand jewellery market is the authentication process. With a great deal of fake luxury watches and designer jewellery pieces out there, we have invested heavily in our team of diamond, jewellery and watch experts."

Citing continuous global growth and expansion, especially in Asia, WP Diamonds said it is strengthening its business in mainland China and opening an office in Tokyo next year.

Last year also saw the birth of a new platform inspired by "sharing economy" and "big data" where buyers can obtain new jewellery pieces more often without actually purchasing new products.

Jewellery-Box, an online platform established by Dr. Terence Shih of Hong Kong-based Dai Sun Jewellery Company Ltd (DSJ) in 2018, allows customers to buy and exchange jewellery pieces unlimitedly.

Such a policy could invite deceit, with jewellery being luxury products, Shih admitted. However, with more than two decades of experience in the jewellery industry, a professional team and well-stocked inventory, DSJ can overcome such operational obstacles, he explained. Shih

WP Diamonds' certified gemmologist examines a watch





A jeweller assessing a diamond necklace

Photo Credit: WP Diamonds

said the jewellery industry is facing a growth bottleneck while consumers have their own dilemma: They want to own new products but can't get rid of outdated pieces. This is where Jewellery-Box comes in.

"You have to dare to try something new if you want to add value to a traditional industry. With Jewellery-Box, a buyer deals directly with the manufacturer without intermediaries. With products like cars and electronic gadgets, depreciation is inevitable as these wear out over time. It doesn't happen with jewellery. A 3-carat diamond ring won't weigh less after being worn a hundred times. Its value won't go down; it may even go up," he remarked.

A new model

Shih believes the future of the industry lies in the hands of the post-90s generation that's why the Jewellery-Box team is made up of people from this demographic. "Only they know what consumers really want these days," he said. With the Jewellery-Box mobile app, buyers can choose from thousands of jewellery pieces with a few clicks, exchange a product with equal value, or pay the price difference for a more expensive piece. Every piece of jewellery enters and leaves the company's warehouse under strict quality control measures.

Such a new business model has made a splash in the industry. "During a show in Hong Kong last year, we

were approached by jewellers from Ningbo, Xiamen and Chongqing, who wanted to join Jewellery-Box. We are now planning to open 'experience stores' in mainland China, in partnership with jewellers from about 20 Chinese cities," Shih said.

Vintage in vogue

The younger generation of buyers with huge spending potential has been a target market of jewellery businesses for some time now, and their penchant for things unique has made vintage pieces fashionable.

International auction houses have responded to this trend, offering premium vintage pieces from prestigious brands in their sales. "Beyond Boundaries: Magnificent Jewels from a European Collection," held by Christie's in Geneva in November 2017, saw all the 110 vintage pieces it offered hammered down, at prices well above their estimates, with sales reaching CHF12.45 million (US\$12.41 million).

Auction houses and online sellers have in recent years contributed to the popularity of vintage jewels, which are valued for their artistry as well as their provenance. "Many of our customers relish the excitement of treasure hunting, and often make a purchase because of the story or the history associated with a piece," a representative of vintage specialist Aaron Faber Gallery shared in a previous interview.



过往，变卖首饰让人有负面的印象。但随著观念的改变及经营者的公众教育工作奏效，买卖二手珠宝成为了追逐潮流、环保和符合经济效益的做法。

于2012年在纽约成立的WP Diamonds，在美国、英国及香港均设有办事处，隶属国际钻石和珠宝回收公司White Pine Trading，分销网络遍布全球。WP Diamonds总裁Andrew Brown表示，现今的消费者在购物观念上更加理性，他们认为与其把不再佩戴的珠宝闲置于首饰盒内，不如把这些有价值的首饰出售，将得来的资金用作添置新的饰品；而二手珠宝买卖平台就是提供了最佳的解决方案。

他指，在二手市场中，无论对买卖双方而言，知名品牌如卡地亚、蒂芙尼及梵克雅宝永远都最受青睐。“产品大部分在30,000美元之内，平均成交额为5,000美元。我们看到二手珠宝市场一直朝著良好的势头发展，因为现今的消费者更加讲求理性消费。”

严格培训买手

从事二手珠宝买卖的公司，日常业务涉及大量收购物品的工作，所以买手的经验及专业知识相当重要。这些二手珠宝买卖公司从不同渠道收购产品，再卖到其他地方。有时候有些珠宝款式在某个地方已经过时，但在另一个市场却仍有市场价值。

WP Diamonds锐意发展成为全球最大的钻石、珠宝及腕表的线上买家。鉴于亚洲市场对二手珠宝买卖的需求日增，故此该公司去年在香港建立亚洲区总部，期望进一步开拓亚洲市场，尤其中国大陆。目前，亦已计划在明年于日本东京开设办事处。

共享概念

除了二手珠宝买卖能够为消费者带来更新款式的途径外，去年底市场上亦出现了以共享概念、藉助大数据掌握消费者喜好的崭新珠宝购物体验。去年第四季正式推出市场的创新珠宝体验运营平台“搜饰盒·Jewellery-Box”，由香港资深珠宝制造商大新珠宝有限公司董事长施清成博士创办，为用户提供可随时购买及无限换戴珠宝饰品平台。

高价珠宝饰品能够让消费者任戴任换，不怕消费者偷龙转凤吗？施先生坦然，珠宝属于贵价产品，要做到任戴任换，确实要克服很多营运上的困难。而大新珠宝累积逾二十年的制造经验、已有的专门人才以至丰富的产品库存，是整个项目能够成功的先决条件。

施先生认为，珠宝制造商面对行业发展的瓶颈，消费者也面对渴求新产品但首饰盒又存有很多过时款式的两难情况。他构思两年，从大数据及共享概念中，发展出一套全新的零售模式。“传统工艺要升级，就要敢于创新。搜饰盒的运作使制造商直接与消费者对口，完全摒除了批发商和零售商的中间人角色。再者，汽车、电子器材等商品有折旧的情况，但珠宝饰品却没有这个问题，一枚三克拉的钻石戒指，无论佩戴100次、佩戴10年，钻石还是三克拉重，价值不变、甚至会升值。”

颠覆营运模式

他深信未来是90后的世界。因此，搜饰盒的团队亦以90后为主。“只有他们才真正了解用户的需要。”搜饰盒的用户只需透过手机应用程序便可直接选购数千款珠宝，自由更换同等额首饰，或补差价升级换戴更高价的首饰。以任换任戴、专人配送等优势打造颠覆行业的珠宝平台。每一件珠宝的入库、流通、再流通等均经过专家严格的鉴定检测和保养，确保用户所佩戴的珠宝都能保持高品质。

施先生直言项目引起市场极大回响。“去年11月底在香港国际珠宝厂商展亮相，首日已吸引来自宁波、厦门及重庆的珠宝商洽谈加盟。我们计划于内地逐步开设体验店，目标希望在中国大陆20个城市觅得合伙人。”

复古潮流

90后、千禧代，被视为珠宝市场最具潜力的消费群，年轻一代追求有特色的精品，助推佩戴古董首饰成为另类潮流。

国际拍卖行亦看准这股风潮，近年在珠宝拍卖专场中，引入一些国际品牌的古董珠宝，佳士得于2017年11月在日内瓦首度举行的“超越界限：欧洲瑰丽珠宝”拍卖会，全数110件古董珠宝便悉数拍出，总成交额逾1,235万瑞士法郎，不仅创下100%的成交率，每件拍品更以大幅超出估值成交。

专营古董珠宝的Aaron Faber Gallery认为，古董珠宝的买家都有一种寻宝的心态，并且往往因为钟情于古董珠宝背后的故事或历史而购买。“古董珠宝的珍贵性就在于其历史及艺术性，甚至其传世的价值。”无可否认，互联网的发达及国际拍卖行的推波助澜，也是令古董珠宝蔚然成风的主要原因。



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A Hearts On Fire retail shop

CARYL CAPECI: BLAZING TRAILS IN THE DIAMOND MARKET 迈步璀璨的钻石市场

Hearts On Fire President Caryl Capeci sits down with JNA to talk about combatting challenges in the ever-evolving diamond jewellery industry, the company's role in promoting women empowerment and offering products that resonate with today's forward-looking consumers.

专访Hearts On Fire总裁Caryl Capeci，分享她如何应对钻石首饰市场的各种挑战，并阐述该公司藉推出能引起消费者共鸣的产品来燃点女性的自主视角。

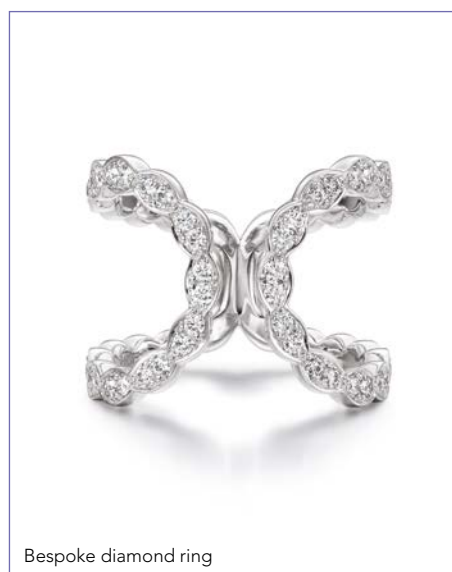
| Bernardette Sto. Domingo 杜明高 |



Diamond necklace



Caryl Capeci, president of Hearts On Fire



Bespoke diamond ring

Caryl Capeci, the woman behind Hearts On Fire's successful marketing campaigns and business strategies, cuts a fine figure in the diamond jewellery circle. In an exclusive interview, she talks about the future of the company amid a fast-changing environment.

Please describe Hearts On Fire's position in the international jewellery market.

Caryl Capeci: Hearts On Fire is known for its perfectly cut diamonds. Our diamonds simply sparkle more brilliantly than any other diamonds in the world and that is why women from Hong Kong to Taiwan and New York fall in love with our jewellery designs and our brand.

What is HOF doing to attract millennials and Gen Z? How different are these consumers from their predecessors?

Capeci: We always lead with a consumer-first mind set, and millennials and Gen Z are a critical part of our business and growth strategy. Understanding the way they shop and do their research is extremely important. These digital-first consumers are always on the move and influenced by authentic personalities. While their predecessors would go to local jewellery stores and learn about jewellery from across the counter – salesperson to consumer – these younger buyers research their purchases before they even cross the store threshold.

To further engage with this group of buyers, we are partnering with wedding dress designer Hayley Paige, who is a powerhouse in the bridal industry. She has a following of around 800,000 on Instagram alone, comprising primarily female millennials and Gen Z. Her followers range from brides-to-be to married women. HOF and Hayley are co-creating a collection of diamond bands and engagement rings. The partnership extends HOF's reach to a large group of this highly engaged audience.



A Hearts On Fire retail shop



Diamond ring



How would you assess 2018 in terms of business challenges and gains?

Capeci: Our business was quite strong in 2018. We were particularly impressed with the continued growth in greater China. Taiwanese women have been staunch supporters of HOF for over 15 years but the response of women in Hong Kong and China to our brand has been very encouraging. Globally, we have seen strong sales in larger diamonds. In fact, the second largest HOF diamond in our history, a 10-carat perfectly cut diamond, was recently sold in Malaysia.

The biggest challenge is staying connected and relevant to millennials in every market, from New York to Hong Kong, to ensure that we meet their needs with the right designs and price points.

What were some of the brand's significant achievements in 2018?

Capeci: There were many great achievements. The one I am most proud of is our partnership with philanthropic organisation Girls Inc, which advocates empowerment of girls to be strong, smart and bold. HOF has created a variety of programmes to give back to this organisation, involving both our team and retail partners. And this is just the beginning.

During the holidays, HOF donated 5 percent of net sales from our Lorelei Classics collection to Girls Inc. We have young girls from the organisation helping design and produce a capsule collection for HOF. They are learning the entire process of jewellery making from design conceptualisation to CAD, production, marketing and sales. Passing on our knowledge to the next generation of strong women is truly a gift and one I am honoured to be part of.

What can we expect from the company in 2019 onwards?

Capeci: Apart from our upcoming bridal line, other developments include fashion collections that put a modern spin on beloved HOF classics; and our infamous global training event, Hearts On Fire University, which for the first time in our 22-year history, will take place in our hometown of Boston.

How crucial is promoting women's equality and female leadership in the ever-evolving jewellery business landscape?

Capeci: Frankly, it is crucial in every industry but even more so in a category that is focused on women. Both male and female leaders are responsible for ensuring that women in their organisations are encouraged, acknowledged and recognised for their achievements. Who better to understand what women look for in jewellery than a female business leader or decision-maker? This is a key driver for our involvement in Girls Inc – the notion of having a hand in shaping the next generation of female leaders is highly rewarding and necessary.

Has winning the Visionary Award from the Women's Jewelry Association inspired you to start new initiatives within HOF and the organisations you're involved in?

Capeci: The Visionary Award has connected me with many young women in our industry, which has been incredibly rewarding. I learn from these young women as much as they would from me. This is why I also act as mentor to young female business owners through the American Gem Society. I have always been passionate about diamonds and jewellery but I believe in doing what you love, whatever that may be. I feel fortunate to be leading Hearts On Fire and working with such a talented and fearless team to build this brand globally.



以完美车工享负盛名的国际钻石品牌Hearts On Fire，掌管市场推广及业务发展的灵魂人物Caryl Capeci，为品牌成功打造出鲜明形象。她指，Hearts On Fire成功之处在于时刻紧记消费者至上的态度；而千禧代及Z世代更是业务增长的重要部分，了解她们的购物方式及进行深入的市场调研至关重要。这群生于数码年代的消费者习惯从不同途径搜集产品资讯，她们的喜好也会因应个人需要快速改变。

她举例指，婚礼服饰设计师Hayley Paige的Instagram拥有逾80万追随者，品牌通过与她合作推出钻石婚戒及订婚指环，成功接触到这群潜力消费者。

Hearts On Fire去年的业务表现令人鼓舞，香港及中国大陆市场的增长尤其明显。整体而言，大颗钻石的销售转趋活动，在马来西亚专门店便售出一枚逾10克拉的钻戒。年内的重要举措包括与慈善机构Girls Inc合作，将Lorelei钻饰系列的百分之五收益拨捐该机构，以支持倡导勇于尝试、成就更加聪慧、具才能的女性。

“身处于以女性消费者为主的珠宝行业，女性决策者的身份能够让我更了解消费者对珠宝的需要。而参与Girls Inc计划，亦是认同培育新世代女性决策者的重要性。”Capeci女士指，获女性珠宝业协会(Women's Jewelry Association)颁发梦想家奖(Visionary Award)，让她有机会与许多行内的年轻女性连系一起，从她们身上学到很多。这也是推动她继续担任美国宝石学会(American Gem Society)商界领袖师友计划的导师工作。她对钻石首饰行业的热情从没减退，也庆幸一直以来与一群富才华及无惧困难的团队共事，成为驱使她全情投入的最大动力。

Van Cleef & Arpels:

RICH HISTORY, GLORIOUS FUTURE

传承历史 永续臻品

French jewellery house Van Cleef & Arpels is known for its iconic collections and high-quality craftsmanship. JNA spoke with Van Cleef CEO Nicolas Bos about the company's competitive advantages and its thriving business model.

法国珠宝商Van Cleef & Arpels标志性的设计及高超工艺享誉已久，首席执行官Nicolas Bos细说品牌的成功之道、分享新旧营商模式结合下的新气象。

| Esther Ligthart |





Alhambra long necklace

In this new era of business, companies face stricter competition than before. According to Nicolas Bos, CEO of celebrated jewellery brand Van Cleef & Arpels, companies should adhere to longstanding values while incorporating modern elements into their operations.

"Van Cleef & Arpels has chosen to remain faithful to its values since its foundation while perpetuating the same values with a more contemporary perspective," noted Bos. "The maison conveys its poetic vision of life through its jewellery collections. We always challenge ourselves: There should be no compromise on quality. We only choose the most exceptional stones in accordance with the strictest criteria and technical innovation."

Established in 1906, the company has a rich past and a long list of illustrious clients such as Iranian queen consort Soraya Esfandiary-Bakhtiary, renowned opera singer Maria Callas and American philanthropist Barbara Hutton, among others. Van Cleef also made history when it designed one of its most iconic pieces – the Zip necklace – for Duchess of Windsor Wallis Simpson in 1938. The necklace, inspired by the mundane zipper and produced only in 1950, is considered to this day an innovative technical masterpiece.

The company has retained its sparkle since its inception, counting among its clientele influential figures in the political and entertainment industries, as well as royal families. It has 129 boutiques worldwide. In 2018, Van Cleef reinforced a retail-only distribution scheme by opening six new locations in Germany and further strengthened its presence in the key markets of Canada, Japan and Korea.

Furthermore, the company continued to invest in its existing networks, enriching its boutique concept with new designs of private salons and renovating nine stores, according to Bos.

The year 2018 also saw the launch of the Le Secret and Frivole collections, which enchanted clients all over the world. Van Cleef's "versatile" Alhambra however remains one of the brand's most recognisable and well-loved collections.

Luxury business strategy

Bos credits the company's triumph not only to its heritage but to a highly effective and resilient business model, which hinges upon consistency.

"The maison remains faithful to its core expertise: High jewellery, jewellery and timepieces. Our legacy inspires our collections so we are always consistent when it comes to the design and overall appeal of our pieces," noted the company official.

One of the most attractive traits of a Van Cleef jewellery piece is versatility, noted Bos. "We create jewellery that can be confidently worn during the day at work and on evening occasions. For instance, our Alhambra and Perlée collections offer pieces that can be mixed and matched, with complementing colours and styles," he added.

Speaking about distribution, Van Cleef employs a retail-only business network – a strategy that allows the company to maintain creative control over display and customer experience.

The company also makes sure that its artistic collaborations are always in line with its values and identity. A case in point is the L'Arche de Noé racontée par Van Cleef & Arpels – a high jewellery collection against a stunning backdrop designed by renowned American theatre and visual artist, Robert Wilson.

According to Van Cleef, Wilson's installation reimagines a mythical adventure across the seas while highlighting over 40 pairs of fauna-inspired jewellery including mischievous monkeys, bounding kangaroos,



galloping horses and exotic birds ready to take flight. The brand also partnered with ballet dancer Benjamin Millepied to celebrate the beauty of precious stones through bejewelled ballerina pieces.

L'école

As a means to further strengthen and share its core values to the jewellery world, Van Cleef supports the L'école project, which is aimed at connecting education and art.

"We have always believed in communication and education so it was natural for us to support the L'école School of Jewelry Arts. This school is not exclusively about Van Cleef but also explores other jewellery maisons' style and design philosophies," noted Bos.

The school offers courses to anyone who wishes to have a better understanding of jewellery design through lectures and hands-on exercises. Students from around the globe can discover the beauty of jewellery making through three significant themes such as Art History of Jewelry, Universe of Gemstones and Savoir-Faire.

In addition to the courses, conferences and exhibitions also take place at L'école.

新世代的营商环境，面对前所未有的挑战。Van Cleef & Arpels (梵克雅宝)首席执行官Nicolas Bos认为，企业必须持守固有价值，但同时亦要在日常营运中引入现代化的元素。

品牌自成立以来一直忠于其价值观，同时以当代的视野不断延续。从1906年创立至今，一直深受皇室贵族与名人拥戴。其中，在1938年为温莎公爵夫人Wallis Simpson设计的项链，更已成为最具标志性的作品之一，更被喻为当代艺术杰作。

梵克雅宝在全球拥有129家精品店，去年通过整顿分店网络，于德国开设六家专门店，并计划进一步加强在加拿大、日本和韩国的业务。

Bos先生指，品牌将继续投资于现有网络，包括通过在店内增设私人会客室及翻新其中九家专门店，以丰富品牌的精品概念。

2018年，品牌推出了全新的Le Secret和Frivole系列，吸引了全球珠宝爱好者的目光。而Alhambra系列的多功能性，仍然是品牌最受欢迎的系列之一。

奢侈品业务策略

该公司的致胜之道，不仅取决于传统，还在于高效且富灵活性的商业模式，并且强调持续的一致性。品牌专注制作高级珠宝、珠宝及钟表，所有设计保留著一致性，而Van Cleef珠宝最引人之处在于其多功能性。例如Alhambra及Perlée系列，既提供混合搭配的单品，又能在色彩及款式上达到互补的效果。

至于销售管理方面，该公司的零售策略是要确保产品展示与顾客的购物体验具有创新性；并且能够通过这些艺术合作巩固品牌的价格观及个性。例如由美国戏剧和视觉艺术家Robert Wilson设计的高级珠宝系列的产品展示布置。据悉，该装饰重新构思了一场跨越海洋的神秘历险，同时突出了40多种以动物群为灵感的珠宝。该品牌亦曾与著名芭蕾舞演员Benjamin Millepied合作，藉芭蕾作品展现宝石的瑰丽。

为进一步向全球彰显品牌的核心价值，Van Cleef支持成立以教育及艺术工作为主的L'école项目。透过L'école珠宝艺术学院，向公众灌输一系列有关珠宝的艺术史、设计风格与哲学。学院除了开设不同主题的课程及工作坊外，还会定期举行研讨会及大型展览。



A conference at L'école School of Jewelry Arts

PURPLES and BLUES

蓝靛紫

Coloured gemstone specialist Dewcarat Ltd celebrates enchanting purples and blues in its latest collection of fine coloured gemstone jewellery pieces, adorned with tanzanite and blue topaz stones. Diamonds render unequivocal elegance to the gem-centric pieces.

彩宝专家Dewcarat Ltd结合令人锺情的炫紫和迷人的蓝调，推出全新彩宝系列，饰有坦桑石和蓝色托帕石，搭配闪烁的钻石，透出时尚优雅。



Lanvin (FashionStock.com/Shutterstock.com)
Tanzanite and diamond rings and pendant



Tadashi Shoji (FashionStock.com/Shutterstock.com)
Blue topaz and diamond rings

DEW CARAT

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BEJEWELLED DESIGNS

ENTICE YOUNG FASHION TALENTS

闪烁时尚触发创新灵感

Using materials from different sources can inject unique creative ideas into product designs. This culture of collaboration is inevitable, particularly in industries constantly looking for new ideas to excite their customers, the jewellery and fashion sectors included. The vast usage of digital platforms has also made communication easier these days while the line separating fashion and jewellery has become blurred as consumers aim for a total look to make a statement. 结合多方资源，发挥协同效应不单能为商业发展带来更多可能性，对于时刻要为客户寻求新意的设计师们更是攸关重要。随著数字化网络的应用日广，使用高新技术与市场推广的成本降低，对于唇齿相依的首饰与潮流服装行业，更多的联乘项目即将为各地消费者与商业机构缔造多元契机。

| Christie Dang 邓欣欣 |



Designer: Tammi Lau
Photographer: Alejandra Bernal



Bejewelled outfits are nothing new in the jewellery and fashion worlds. With cross-sector collaborations growing, more opportunities are expected to arise from innovative projects such as the creative partnership between Swarovski and the Savannah College of Art and Design (SCAD) Hong Kong aimed at supporting graduating students.

Under the programme, Swarovski supported five SCAD Hong Kong students who have incorporated more than 200,000 Swarovski crystals into their final fashion collections. Representatives from SCAD and students participating in the project shared with JNA their experiences and inspirations.

Robert Meeder, associate chair for School of Fashion, Building Arts and Digital Media, SCAD Hong Kong

What was the objective of this project?

Robert Meeder: The key aim of the project was to facilitate a creative partnership between Swarovski and SCAD Hong Kong to nurture the next generation of fashion design talents in the region. Students were required to propose creative design ideas to the Swarovski team, showcasing how they intended to incorporate the crystals into their senior-year final collection. This project allowed our students to engage with a leading luxury brand, enabling real world experience. We were thrilled to have had the opportunity to learn from a brand such as Swarovski. This experience has helped prepare the designers for their future careers.



Designer: Maria Nava
Photographer: Horatio Di Battista

How would you describe the outcome of this project?

Meeder: SCAD students are flawlessly prepared for leadership in the dynamic and ultra-competitive global fashion industry and this collaboration demonstrated both Swarovski's and SCAD's longstanding commitment to fashion education and nurturing the next generation of

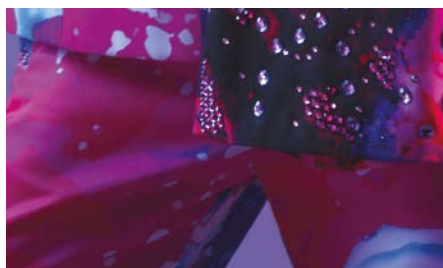
design talents. Swarovski was inspired by and excited about the work presented by the five students while SCAD students were able to receive access to world-class materials and tools that most designers would only encounter after graduating and working in the industry. Each year, the SCAD Hong Kong Fashion Showcase is among the most celebrated student fashion shows in the region.

Are you developing similar programmes in the future?

Meeder: We strive to continue to expand and develop on the working partnership with Swarovski, potentially across all four locations – Atlanta, Savannah, Lacoste and Hong Kong – to involve a larger pool of emerging talents.



SCAD alumni designs showcased at the Hong Kong Fashion Showcase 2019



Designer: Dylan Helyer
Image courtesy of Savannah College of Art and Design

Maria Nava (BFA, Fashion)

My designs took inspiration from 1920s wedding gowns and World War I military uniforms. I wanted to evoke a sense of oddness and decadence paired with delicate, nostalgic elements. Swarovski gave us a wide range of styles and materials to work with, which allowed me to have creative freedom in manipulating embellishments and transforming the hardware and crystals. These materials became part of the fabric and enriched the texture of my designs, making them unique.

Accessories are always a complementary part of design. The core of a design is in the details, which allows us to create a more in-depth statement or story. The “city dwellers of today” are in constant movement, with busy and long journeys. These people are interested in small details or statements that they can personalise and incorporate into their journeys and lifestyles.

Cheryl Ma (BFA, Fashion)

My womenswear collection, RISE, was inspired by fungi and its ability to continue growing despite adversity – an analogy for humanity's adaptability and perseverance. Drawn to texture and emphasising tactile sensations, my collection incorporated crystals donated by Swarovski to add a layer of dimension and symbolise the idea of glowing in the dark.

People thoroughly enjoy accessorising but jewellery can often be seen as a standalone piece of value. To answer the demand of people looking for a chic lifestyle, there should be a fusion between accessories and fashion. This way, jewels can become a part of our daily wear. Swarovski crystals or other jewellery pieces should no longer be a separate element but an indispensable component of the overall design of a garment. I see an increasing popularity of integrating jewels into fashion as people aim to dress up in a more “smart casual” way to match their fashionably chic lifestyle.

Tammi Lau (BFA, Fashion)

My collection, Windaholic, is an abstract womenswear collection inspired by the movement of wind and its symbolic meanings. A gentle breeze represents positivity while a violent typhoon signifies hardship. The collection used objects that represent wind as an invisible force such as a Chinese windmill conveying messages of hope, destiny and fortune. Inspired by illusion graphics, Windaholic created a psychedelic mirage using neoprene fabrics, digital printing techniques and crystal embellishment sponsored by Swarovski. Swarovski is a leading global jewellery company and its jewels enhanced my overall concept by creating sparkle with every movement.

If possible, it would be amazing to see accessorised pieces for designers such as a buckle or knot, which can be incorporated into a designer's collection to enhance its chic lifestyle appeal.



Designer: Maria Nava
Photographer: Horatio Di Battista

国际知名天然及人造宝石供应商施华洛世奇连续第二年与萨凡纳艺术设计大学(SCAD)香港合作，向本届时装设计系学生提供超过200,000颗品牌的水晶以制作毕业作品。

SCAD香港时装学院，建筑艺术及数码媒体学院副主任Robert Meeder向JNA表示，项目希望透过施华洛世奇与该院校的合作为区内年青设计师提供更丰富的创作题材与资源，同时为毕业生提供直接与知名国际企业合作的机会，丰富实际工作经验之余，更藉专业的原材料供应机构为创作注入更多可能性。透过不同的展示平台，参与本项目的五名应届毕业生同时向施华洛世奇展示出年青设计师的创意与该品牌产品的无限可能性。学院将透过位于各地分校的网络继续延伸项目的影响力。

宝贵经验

参与本次项目的毕业生之一Maria Nava (B.F.A., Fashion)以1920年代的婚礼服饰及第一次世界大战的军服为创作灵感，在系列中加入闪烁优雅的水晶表达出人性兴衰的两极对比，多元的材料为设计师提供广阔的创作空间。Cheryl Ma (B.F.A., Fashion)被菌类的生命力触发而创作出名为RISE的女式服系列，以施华洛世奇水晶表达出作品的层次感及其在黑暗中闪耀光芒的力量。至于Tammi Lau (B.F.A., Fashion)则被风的自然力量触动而创作出名为Windaholic的女装系列，闪烁耀眼的水晶将系列强调的摇曳风姿表达得淋漓尽致。参与此项目的年轻设计师都相信，在当今的时尚潮流之中，服装与饰品的重迭关系已是密不可分，市场正期待更多精彩互动的跨界演绎。

Kagem mine





GEMFIELDS

ushers in new era for gemstone trade

引领宝石贸易新纪元

| Bernardette Sto. Domingo 杜明高 |



Polished ruby and emeralds

Gemfields is setting the pace for coloured gemstone professionals with its sustainability-focused business model aimed at fostering transparency and ensuring seamless trade.

Gemfields聚焦可持续发展的商业模式，促进透明度及无缝贸易，巩固有色宝石商的专业形象。

Coloured gemstone specialist Gemfields Group Ltd has built a solid reputation over the years as a major source of top-quality emeralds and rubies. With calls for transparency and responsible sourcing propulsively taking hold in the jewellery and gemstone universe, the company is now moving towards its goal of becoming the De Beers of coloured gemstones. This essentially means continuously providing ethically sourced stones while maintaining a solid foothold in the global gemstone trade.

In a talk with JNA, Gemfields CEO Sean Gilbertson revealed that the company had effectively tailored its product portfolio to reflect its focus on the coloured gem trio of rubies, emeralds and sapphires.

The Rose of Mozambique



This growth strategy is hinged upon further expansion and development of Gemfields' operations in Africa, its main source of gems. Gemfields owns 75 percent of both the Kagem emerald mine in Zambia and the Montepuez ruby mine in Mozambique.

"We plan to increase our footprint in rubies and emeralds but in Africa only," noted Gilbertson. "We have a new licence adjacent to Montepuez Ruby Mining Limitada (MRM) – Megaruma Mining – where we have started bulk sampling. We are also opening new pits and a sorting house at MRM."

In Zambia, Gemfields has restarted its Mbuva-Chibolele pit, which already produced three million carats. The company official said having local partners in Africa is critical to the success of the mines. "It is our hope and vision to become the preferred partner for coloured gemstones on the African continent," he added.

Mine and market strategy

At the forefront of Gemfields' business model is accountability and transparency in the trade, according to Gilbertson. To demonstrate this commitment, the coloured gems expert is actively working towards minimising its mining procedures' environmental impact, protecting and benefitting the people within its mines, and contributing to the national economy.

Gemfields' operations have immensely contributed to the local communities in Mozambique and Zambia through

the establishment of schools, farming associations, health facilities and other infrastructure.

More importantly, the company has created job opportunities and helped generate revenues for the local governments.

According to the miner, as of June 2017, a total of US\$73 million has been contributed to the Mozambique government in the form of corporation taxes and production royalties while the Zambian government has benefitted from US\$91 million.

Gemfields has also developed a proprietary grading system and a pioneering auction and trading platform to provide a consistent supply of quality coloured gemstones to the global jewellery market, revealed Gilbertson.

2019 and beyond

With the planned expansion in Africa, Gemfields is also aiming to resume its emerald mining licence in Ethiopia. It is likewise eyeing Madagascar, where it has an existing licence, as an "exciting coloured gem province" but operations will depend on Madagascar's political landscape.

This year will also see a new acquisition in sapphires take flight – a crucial element of Gemfields' expansion strategy.

Gemfields remains upbeat about prospects in the emerald and ruby trade in 2019, citing positive results of recent auctions. Its December 2018 auction of rough



Sean Gilbertson, CEO of Gemfields Group Ltd

rubies in Singapore, which included the sale of the rare and top-quality 12.24-carat Rose of Mozambique ruby, generated US\$55.3 million in revenues.

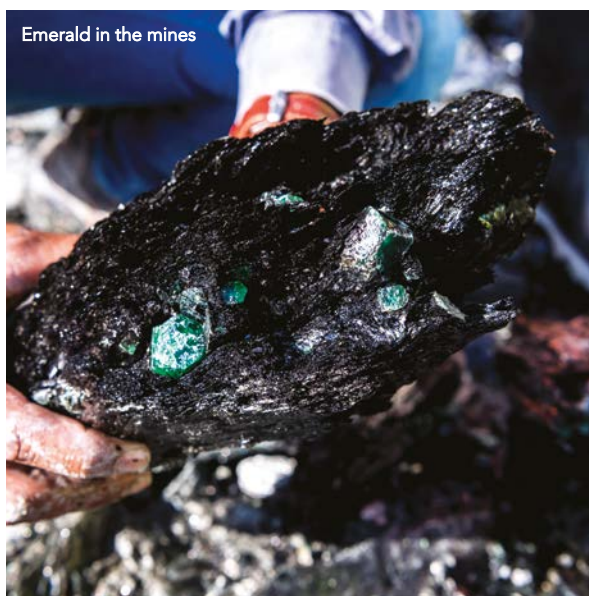
In November last year, the company's emerald sale raked in US\$28.4 million. During that auction, Gemfields sold an impressive 5,655-carat emerald, dubbed the Lion Emerald or Inkalamu, which was discovered in the Kagem mine.

"The end customer base is robust and we have seen strong growth across all three gemstones – in many cases double-digit growth," remarked Gilbertson. "This increased demand has stemmed from consumer confidence through unrivalled insight into how our gems are mined and our ability to provide a reliable supply."

According to the company official, Mozambique has risen to become the world's most important deposit of rubies in a short period of time, offering rubies in the full breadth of known colour ranges, including the rarest pure fluorescent reds.

The most prominent colours of Gemfields' Zambian emeralds, meanwhile, range from light to dark green and slightly bluish to bluish-green. The crystal displays lively reflections from within and is often eye clean.

"Today's gemstone buyers care about a gem's history – from the sourcing of raw materials to the principals and values of the mines and companies behind the product. In choosing Gemfields' rubies and emeralds, the buyer has peace of mind that their gemstones are mined responsibly," noted Gilbertson.



宝石专家Gemfields Group Ltd专营高品质的祖母绿及红宝石，在宝石行业建立了良好商誉。随著全球珠宝及宝石行业都在积极鼓励透明度及负责任的开采，该公司亦贯彻执行有关措施、提供符合道德责任开采的宝石，锐意成为彩宝界的戴比尔斯。

Gemfields首席执行官Sean Gilbertson接受JNA访问，剖析2018年集团的表现。他指，公司去年积极重整产品组合，专注发展红宝石、祖母绿及蓝宝石。“我们计划加强在非洲的红宝石及祖母绿业务；能够在当地觅得合作夥伴是我们的成功关键。”

矿场及市场策略

Gemfields把道德责任和透明度置于业务发展策略的首位，有关举措包括通过减低开采对环境带来的影响、维护及促进当地开采工人的权益、刺激当地经济发展等。据悉，截至2017年6月，Gemfields通过企业利得税和特许开采权等向莫桑比克政府及赞比亚政府分别贡献7,300万美元及9,100万美元。

此外，Gemfields亦开发了专有的评级系统和完善的拍卖和交易平台，为全球珠宝市场稳定地提供优质的彩色宝石。

展望2019年

除了计划扩大在非洲的开采业务外，Gemfields亦期望取回在埃塞俄比亚的祖母绿矿场开采权。还有目前在马达加斯加的开采权，但开采工作要视乎当地政治局势的发展。

2019年，Gemfields将会进行一些蓝宝石收购项目，这也是公司的重要战略发展。Gemfields去年12月在新加坡举行的红宝石原石拍卖会，成交总额达5,530万美元。而在11月举行的祖母绿拍卖会，成交额亦达2,840万美元，期间更成功售出一枚重5,655克拉的祖母绿原石。有鉴于近期拍卖会的理想成绩，该公司对2019年祖母绿及红宝石市场表现保持乐观。

“我们看到客户群的需求大，三大主流传统宝石都有稳定增长，部分市场更录得双位数字的增幅。市场的增长动力来自消费者信心，以及我们在开采工作上的透明度及有能力提供稳定货源。”

随著产量及品质持续稳定，位于莫桑比克的红宝石矿场已成为全球最重要的红宝石产区。而位于赞比亚的祖母绿矿场，亦供应由浅绿、深绿以至带有蓝调的祖母绿。“事实上，现今的消费者都会著意宝石背后的历史，包括从搜购原石到企业的发展理念及原则等。而选择Gemfields的红宝石及祖母绿，可以给予买家信心，确保其采购的宝石符合道德开采要求。”

All images provided by Gemfields



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DIGITALISATION

IN THE GEMSTONE WORLD 宝石世界数码化

| Bernardette Sto. Domingo 杜明高 |

German gemstone trader Paul Wild aims to fortify its digital presence in 2019 as a way to engage more effectively with an increasingly tech-savvy market. 德国宝石商Paul Wild把2019年的工作目标专注于数码化项目，以回应行业逐步走向技术型市场的需要。

Paul Wild OHG, which celebrated its 90th anniversary in 2017, views digitalisation as the next frontier in the coloured gemstone business. Company CEO Markus Paul Wild talked to JNA about challenges and opportunities as well as the latest colour trends in the gem trade.

How challenging will 2019 be for the jewellery and gemstone industry?

Markus Paul Wild: The challenge in 2019 is how to incorporate the digital world more and more into our operations. We expect a lot of changes in the distribution business in the future. We are also in the process of finding out the best way to stay in touch with our customers and present our products to them online. This means placing more emphasis on our social media presence.

Why is it important to focus on digitalisation nowadays?

Wild: One of our main focus this year is on opportunities arising from the digital world. We aim to integrate and network with our clients in new and more effective ways. This digital revolution is inevitable.

What colours are expected to make waves in 2019 and why? How about the classic favourites – red, green and blue?

Wild: We expect the Pantone Colour of the Year – Living Coral – to be one of the most requested colours in 2019 especially in tourmalines and imperial topaz. This will be the highlight of our collection, Bright Sight of Light. Classic colours are always in demand.

What is your outlook for the coloured gemstones in your portfolio?

Wild: Now as always, the Paraiba tourmaline has proven to be one of our best-selling stones and we don't see that changing. Paraiba tourmalines in all kinds of shapes, from middle to high quality, are always extremely sought after. The demand is still growing.

Our other collection, Abundance of Nature, meanwhile places opulent layouts and designs in the limelight. Most of the layouts are made with beryls, tourmalines and sapphires. Necklaces are longer than before while the stones are bigger. Nature-inspired designs are also expected to make waves this year.



7.99-carat Paraiba tourmaline;
28.95-carat red tourmaline



Blue and yellow sapphire
layouts weighing a total
of 408.03 carats

Paul Wild OHG在2017年庆祝公司成立90周年的时候已预见到，数码化将会是彩宝行业的下一个发展方向。该公司首席执行官Markus Paul Wild表示，公司在2019年的挑战是如何将数码化结合到日常的业务营运之中。”我们预计在分销上会有很大的转变。公司正研究如何更好地通过网上平台向客户展示货品，并同时能够与客户保持密切关系。”

他指，国际色彩权威彩通公布2019年度代表色为活珊瑚橘，料将有利推高碧玺及帝王托帕石的需求，这也会是Paul Wild今年的重点推介。至于传统的红宝石、蓝宝石和祖母绿，需求一直不减。

帕拉伊巴碧玺是该公司目前最热销的产品，不论是任何的切型、中档至高档级别均同样受追捧，相信市场对这种稀有宝石的需求仍会持续。该公司擅长以大自然色系提供各式的宝石布局，主要以绿柱石、碧玺及蓝宝石为主。项链布局会更长、选用更大颗的宝石，而自然风格的设计相信会在今年掀起新一轮热潮。

AQUAPRASE AND VARISCITE:

NEW GEM OPTIONS

新石种：海水蓝绿玉髓与磷铝石

| Bernardette Sto. Domingo 杜明高 |



Two relatively new gemstones have been making the rounds in the global gem and jewellery community, offering buyers variety and an opportunity to market unique, gem-centric jewellery pieces. 两类较新的石种在全球宝石及珠宝市场崭露头角，为买家提供更多样化的选择和开拓新石种彩宝首饰的机遇。

Gem explorer Yianni Melas; pear-shaped aquaprase stones and polished variscite



Polished aquaprase stones

The rise of two rather new coloured gemstones – aquaprase and variscite – are a welcome development as the market increasingly leans toward bespoke, character-driven jewellery pieces.

Aquaprase, described by the Gemological Institute of America as a bluish-green chalcedony, was discovered about six years ago in Africa by gemstone specialist and explorer Yianni Melas of Greece. It has since made waves in the US, the Middle East and Asia.

Melas said, “The stone's discovery came at a time when consumers want to stand out with a jewellery piece that has character and individuality; they're not just looking for investment gems.”

One of aquaprase's defining characteristic is its blue-green colour, reminiscent of calm ocean waters. US buyers, for instance, gravitate towards turquoise-related colours and aquaprase being translucent, makes it all the more interesting. A natural stone with exceptional, individual patterns, aquaprase also has a solid following in the Middle East and Asia.

Aquaprase is also extremely durable and won't crack or fade, according to Melas.

The stone currently sells for US\$1 to US\$100 a carat, depending on the quality and the pattern of the gem. Demand is expected to pick up as competition drives prices up, particularly for rare gem-quality stones.

Miners are also bent on ensuring steady supply of the stone so it can be sold consistently. “The feedback from stores is that aquaprase has the highest ‘repeatability sales’ by the same customer,” noted Melas.

Aquaprase traders however face the challenge of cutting the stone in a way where the special patterns are obtained without any treatments. Polishing it to a mirror finish is another issue since the stone is hard (7 to 7.5 on the Mohs scale). With the help of technology however, a proprietary technique is used to give aquaprase the best polish, noted Melas.

“The more polished it is, the more three-dimensional the patterns become, lending more depth to the stone. The gem truly reminds you of the Aegean Sea; you just want to dive into it,” he added.

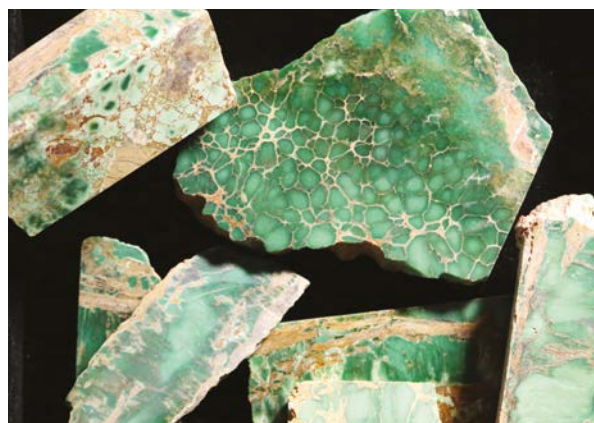
Rarity and natural patterns also make variscite a gem to behold, according to Perth-based gemstone trader Garry Hall. Variscite is an uncommon, bluish-green mineral that has been used as an ornamental gem since the Neolithic Age. It was initially mined in the US but this material exhibits a paler green colour. The more vivid-green variant is mined in Western Australia.

“This new source from Australia stands out because of the dark green colour of the stone. Using visible reflectance spectroscopy, trivalent chromium was verified as the main chromophore responsible for the colour,” noted Hall.

The stone has been displayed and sold at various trade shows in Hong Kong, the US, Germany and Australia to jewellery manufactures, craft jewellers, carvers and gemmologists. A rough variscite slab sells for US\$6 per gram at wholesale while cut or polished stones cost US\$7 a carat.

Supply remains stable but since it's a relatively new stone, most people are still unaware of it so demand varies. Those who see it during trade shows meanwhile are attracted by its colour and unique matrix.

“Each cut stone is different from the next. The pattern can change depending on which way the stone is cut,” remarked Hall. “Growth prospects are hard to forecast but we will keep presenting variscite at selected trade shows in the US, Hong Kong, Germany and Australia in 2019.”



Variscite

两种相对较新的石种：海水蓝绿玉髓和磷铝石，正好迎合目前市场对新品的渴求。

呈海水蓝绿色的海水蓝绿玉髓，约于五年前由希腊宝石学家Yianni Melas于非洲发现，目前在美国、中东及亚洲已开始受到市场注目。Melas先生指，海水蓝绿玉髓的出现，正好迎合市场对个性化、富独特色产品的需求。“海水蓝绿玉髓令人联想到海洋的平静。在中东及亚洲市场亦开始受到关注，价格由每克拉1至100美元不等，主要视乎品质及宝石的切型。”

据悉，由于海水蓝绿玉髓的坚硬度高(莫氏硬度达7至7.5)，宝石商在切割打磨上亦面对一定困难。但打磨的程度越高，宝石表面的立体感便越强，呈现出更佳的效果。

同样地，磷铝石的天然蓝绿色泽，亦是受市场注目的新石种。早期产自美国的磷铝石，绿色偏灰淡，而产自西澳大利亚的磷铝石，颜色则较为深绿，且更受市场欢迎。位于澳大利亚珀斯的宝石商Garry Hall表示，磷铝石的原石批发价约为每克6美元，而已打磨的磷铝石，价值则约为每克拉7美元。“毕竟磷铝石推出市场的日子尚短，仍有不少业者还未留意到这些新品。尽管市场的需求及未来的增长难以预计，但本年度我们在香港、德国、美国及澳大利亚参与珠宝展览会时，仍会向买家推广磷铝石。”

A THOUSAND TURNS IN MOGOK:

A GEM EXPEDITION

百转千回去摩谷 – 探访红宝石之乡

| Julius Zheng 郑嵘 |



A team of 40 gemmologists and gem traders, led by gemmologist Kennedy Ho, ventured into a field expedition in Mogok, Myanmar – a legendary source of the world's most sought-after rubies and sapphires. It was an adventure, thanks to the potentially perilous one thousand or so turns on the snaky mountain roads to Mogok. A pilgrimage for gemmologists, the trip was also a humbling experience: Discovering the history of and mining difficulties in Mogok while understanding its future, and getting to know the hidden treasure behind the gems – the people of Mogok. 由40名宝石学家和宝石商组成的宝石学实地考察团，在世界著名宝石学家 Kennedy Ho 带领下，到缅甸北部的传奇山谷摩谷(Mogok)进行探访。摩谷出产世界上最受欢迎的红宝石、蓝宝石和其他宝石。这是一场探险，不但要面对途中蜿蜒山路上千个急转弯带来的潜在危险，而且有反政府武装、谋财害命和绑架勒索等令人不安的报道。对宝石学家来说，这是一次朝圣，是荡涤心灵的旅程，能从根本上了解宝石的地理产地和历史，感受采矿之艰难、摩谷活跃的市场和未知的未来。

Sunset view from Daw Nan Kyi Hill – 5,277 feet above sea level and the highest peak in Mogok
从海拔5277英尺的Daw Nan Kyi山(摩谷最高峰)看日落。照片由郑曦提供

Situated strategically between China and India, Myanmar provides a gateway to other Southeast Asian nations. It is rich in natural resources such as jadeite, rubies, sapphires, pearls, amber and other coloured gemstones. The most important gem and jewellery capitals are Yangon, Mandalay, Nay Pyi Taw, Mogok and Pharkent.

Policy improvement

According to Dr. Aung Kyaw Win, vice-president of Myanmar Gems and Jewelry Entrepreneurs' Association (MGJEA), Myanmar started to import and export jewellery in September 2018. Pending government approval, the country is also set to export polished gems. At present, rough gems are restricted for export and foreigners are only allowed to source these materials through auctions.

"Myanmar was under military government for more than 50 years. Since 2010, a quasi-civilian government started to recognise the importance of a strong value chain so beneficiation development became a focus," noted Kyaw Win.

In 2015, the newly elected government placed emphasis on a human resource-based economy and the development of the local gems and jewellery sector. MGJEA is working closely with a private sector committee to help change the international perception that Myanmar is producing just rough stones.

The association is also trying to establish a world-class gemmological laboratory in 2019 and upgrade the existing Myanmar Gems Training School to a vocational and institute level, disclosed Kyaw Win.





After sorting through the gem-bearing gravels, a female miner puts her finds in a plastic bag. 女矿工在筛选和分拣含有宝石的砾石后，把她发现的宝石放进了一个塑料袋里。照片由郑嵘提供

The people

March 2018 marked the 800th founding anniversary of Mogok, also known as Ruby Land. A historic city in northern Myanmar, it is restricted to foreigners. It lies in a valley 50 miles west of the snaking Irrawaddy River, about 3,850 feet above sea level. Mogok is best known for its gemstones, including pigeon's blood rubies, sapphires, spinels and other gems. Since the ancient times, Burmese rubies have been carried along the Silk Road, with Chinese documents from the Shan Dynasty recording mining activities in Burma (now Myanmar) as early as the 6th century. The first documented evidence of rubies from Mogok dates back to 1597.

The Smithsonian National Museum of Natural History in Washington, DC is the home of some of the world's largest and finest rubies. One of these is the 23.10-carat Carmen Lúcia ruby, which displays a richly saturated hue combined with an exceptional transparency. The stone was mined in Mogok in the 1930s.

Among the people I met was Jordan, who served as our guide and lead convoy driver. He was also the expedition leader's first mate who kept us safe, well-equipped and well-fed. Many locals still place water pots in front of their houses so thirsty passers-by can stop and have a drink. Such are the qualities of a Mogok local.

For those in the trade, Mogok has become a part of life. Expedition leader and chairman of the Asian Institute of Gemological Sciences Kennedy Ho was born in Myanmar. In the book "Mogok, the Valley of Precious Stones," where he served as executive editor, Ho described his connection with Mogok and its people. "From the early days, when my father set up a small gem trading business in Yangon, to the difficult period of exile experienced by my father – and by us, his children – the people of Mogok have entrusted the rarest and most beautiful gems to us. Their trust has been our salvation on many occasions so much so that Mogok itself is like a member of our family – and a particularly worthy one at that," he wrote.

The gem markets

For the inhabitants of Mogok, the Htar Pwe or gem market, is a huge part of daily living. It attracts buyers and speculators from the town and around surrounding areas. Traders display their gemstones, offer a starting price and haggle with buyers for a deal. The asking price is normally higher than the market price so bargaining is recommended. Most buyers and sellers are Myanmar nationals since foreigners have limited access to Mogok due to the nation's policy. When foreigners show up in the markets, they are quickly surrounded by local traders eager to maximise their stay. A large variety of gemstones are traded in the public gem markets of Mogok, including rough and polished rubies, sapphires and spinels, with prices ranging between a few US dollars and over US\$2,000. The expensive stones of 3 carats and up such as unheated pigeon's blood rubies are usually traded indoors.



Tailing with small ruby crystals in marble calcite. Villagers at the Baw Lone Gyi Ruby Processing Site need to crush the marble with a hammer to recover the small crystals. 方解石大理石尾矿中含有小颗红宝石晶体。红宝石尾矿加工厂的村民需要用锤子砸碎大理石来取出这些小晶体。照片由郑嵘提供



Majority of gem traders in the markets are females. 自然之美的幕后，人才真正的珍宝。市场上的大多数交易商都是女性。照片由郑嵘提供



Myanmar was under military government for more than 50 years. Since 2010, a quasi-civilian government started to recognise the importance of a strong value chain so beneficiation development became a focus.



There are four major gem markets in Mogok. The Mingalar market by the lake in east Mogok is a morning market where sellers sit behind rented spaces to display their gems.

Pan Chan market in east Mogok, also called the umbrella market, opens in the afternoon where buyers rent tables with umbrellas to wait for sellers to bring the goods. The other two busy markets in west Mogok – Aung Thit Lwin (morning market) and Pan Ma (afternoon market) hardly offer tables so business transactions are done standing.

These markets rely on natural daylight to trade stones. An experienced trader knows that daylight in Mogok is more flattering on the gems than in most Chinese cities, for instance, therefore a vibrant coloured ruby might appear darker when viewed elsewhere. It is better to take a colour sample for a more precise comparison.

Uncertainties

Since the US lifted the ban on the importation of Burmese rubies in 2016, the Myanmar government has stopped re-issuing mining concession permits, significantly disrupting gemstone production. In May 2019, all mining permits in Mogok will expire. This uncertainty is bound to affect the livelihoods of tens of thousands of miners, lapidaries, traders and other industry stakeholders as well as their families.

This could also result in major jewellers, who buy huge quantities of Mogok gems but need a year in advance to plan marketing campaigns, to possibly rely on other gem sources such as Mozambique for rubies or Sri Lanka and Madagascar for sapphires.

All images by Julius Zheng

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缅甸宝石和首饰企业家协会副会长Aung Kyaw Win博士接受JNA采访，介绍了缅甸在2018年9月第2周已经开放首饰进出口，现时仍在等待政府批准对已打磨宝石的出口。目前，缅甸对宝石原石仍有出口限制，外国人只能通过缅甸宝石公盘购买并出口。

2018年3月是缅甸北部历史名城摩谷建城800周年。摩谷是外国人限制进入区域，也被称为“红宝石之乡”。摩谷有四大宝石市场，各具特色。有坐著交易、站著交易、卖方主场、买方主场、上午和下午开市等各种形式。摩谷的公开宝石市场提供的宝石种类繁多，包括红宝石、蓝宝石、尖晶石的原石和成品宝石，一般价格在几美元到2,000多美元。然而非常昂贵的宝石，如3克拉或更大的无烧鸽血红红宝石，通常是在办公室里交易，而不是在街上。

自2016年美国解除对缅甸红宝石的进口禁令以来，缅甸政府推迟了采矿许可证的重新发放，宝石开采因此严重阻滞。2019年5月，摩谷所有的采矿许可证将到期。这种不确定性可能影响到数万名矿工、宝石匠、交易商、相关服务环节的人员以及家人的生计。

另一个潜在问题是，很多珠宝名牌是摩谷宝石的大宗买家，但是大公司至少要提前一年计划其营销活动，这样就可能不得不依赖其他稳定的产地，例如莫桑比克的红宝石、斯里兰卡和马达加斯加的蓝宝石等，故而会使问题雪上加霜。业界祈盼缅甸政府尽快续签采矿许可证，在此之前，摩谷的命运仍会像其清晨的山谷一样迷雾重重。

(中文版全文，参考JewelleryNet.com)



Young gemmologist and member of the field expedition team Kelly Wei examines a gemstone at an alley in Aung Thit Lwin, a morning and standing gem market. 在Aung Thit Lwin市场旁的一条小巷里，千禧一代宝石学家、考察团成员韦淇正在一群交易商面前用珠宝商放大镜检查一颗宝石。韦淇坐在一辆作为临时交易点的摩托车上。照片由郑嵘提供



Local kids wearing thanaka, a traditional, yellowish-white cosmetic paste and sunblock made from ground bark that is a distinctive feature of Myanmar's culture. 檀娜卡是一种传统的、黄白色的化妆膏和防晒霜，由黄香楝树枝树杆磨成，是缅甸文化的一个显著特征。注意左边的幼儿戴着红宝石耳钉。照片由郑嵘提供

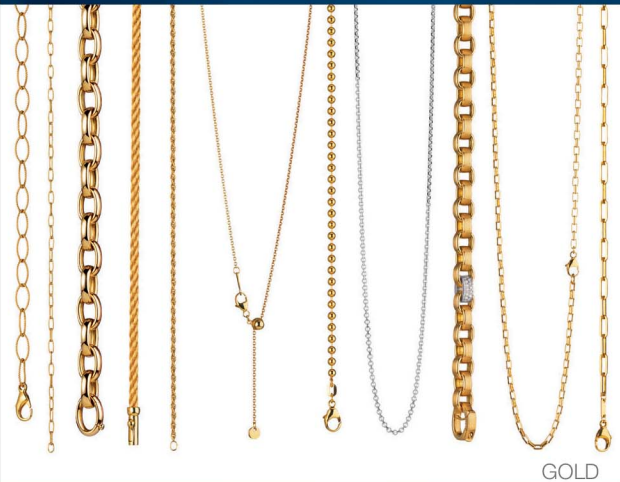
About the author

Julius Zheng is a jewellery industry analyst and senior consultant to various important firms and institutes. Actively engaged in industry matters, he has developed various projects that connect China's diamond and jewellery sectors with international markets. Formerly general manager of Rapaport China, he has over 20 years' experience in the international diamond and jewellery industry.

郑嵘具美国宝石研究院研究宝石学家文凭(GIA GG)，是GIA上海校友会创始会长。曾在北美和中国的钻石、珠宝企业任职，有二十年以上的国际工作经验。曾任国际钻石价格表发布机构Rapaport中国区创始总经理和杂志专栏作者。

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BELPEARL HIGHLIGHTS TRACEABILITY IN PEARL TRADE

强调珍珠贸易的可追溯性

Belpearl Auctions reinforces its role as a reliable source of top-quality pearls in Hong Kong as it underscores the importance of transparency in doing business.

Belpearl Auctions 矢志成为具商誉的优质珍珠供应商，并强调透明度在贸易过程中的重要性。

Hong Kong-based Belpearl Auctions is maintaining an upbeat outlook for the pearl sector as traders continue to seek good-quality, well-sorted lots.

Michael Hajjar, director of Business Development at Belpearl, said solid demand for South Sea pearls is particularly promising. There are however concerns over how a slowdown in the Chinese market is diminishing premiums, especially for pearls in lighter, yellow colours.

The company official also cited the need to satisfy buyers' call for transparency in the market.

"Today, more than ever, discerning buyers are increasingly more concerned with transparency and traceability," noted Hajjar. "Belpearl has always prided itself on representing pearl producers with integrity by requiring our auction partners to attest to the exact provenance of their harvests. In this way, we provide a clear chain of custody, linking pearl producers directly

with traders and jewellers so a clear, verifiable and traceable line to the pearl's origin exists."

Bright prospects

Belpearl successfully conducted a number of auctions last year, concluding with a five-day sale in November.

"We've had an exceptionally busy auction season. The November auction was held over a five-day period, with our producers closing an auction every day," remarked Hajjar. "The first two days of sale were held by Indonesian producers Timor Otsuki Mutiara and PT Bima Sakti Mutiara; followed by Myanmar Atlantic Company Ltd and Sumpai Pearl Company of the Philippines. We concluded the fifth day with the Belpearl Tahiti Auction."

Over the years, the company has attracted more auction partners, the latest of which is an Australian South Sea pearl producer.

Belpearl scheduled the International Myanmar Pearl Auction in February, followed by the Belpearl Auction featuring a range of producers such as Timor Otsuki Mutiara, Myanmar Andaman Pearl Company, as well as new producers from Indonesia and French Polynesia.



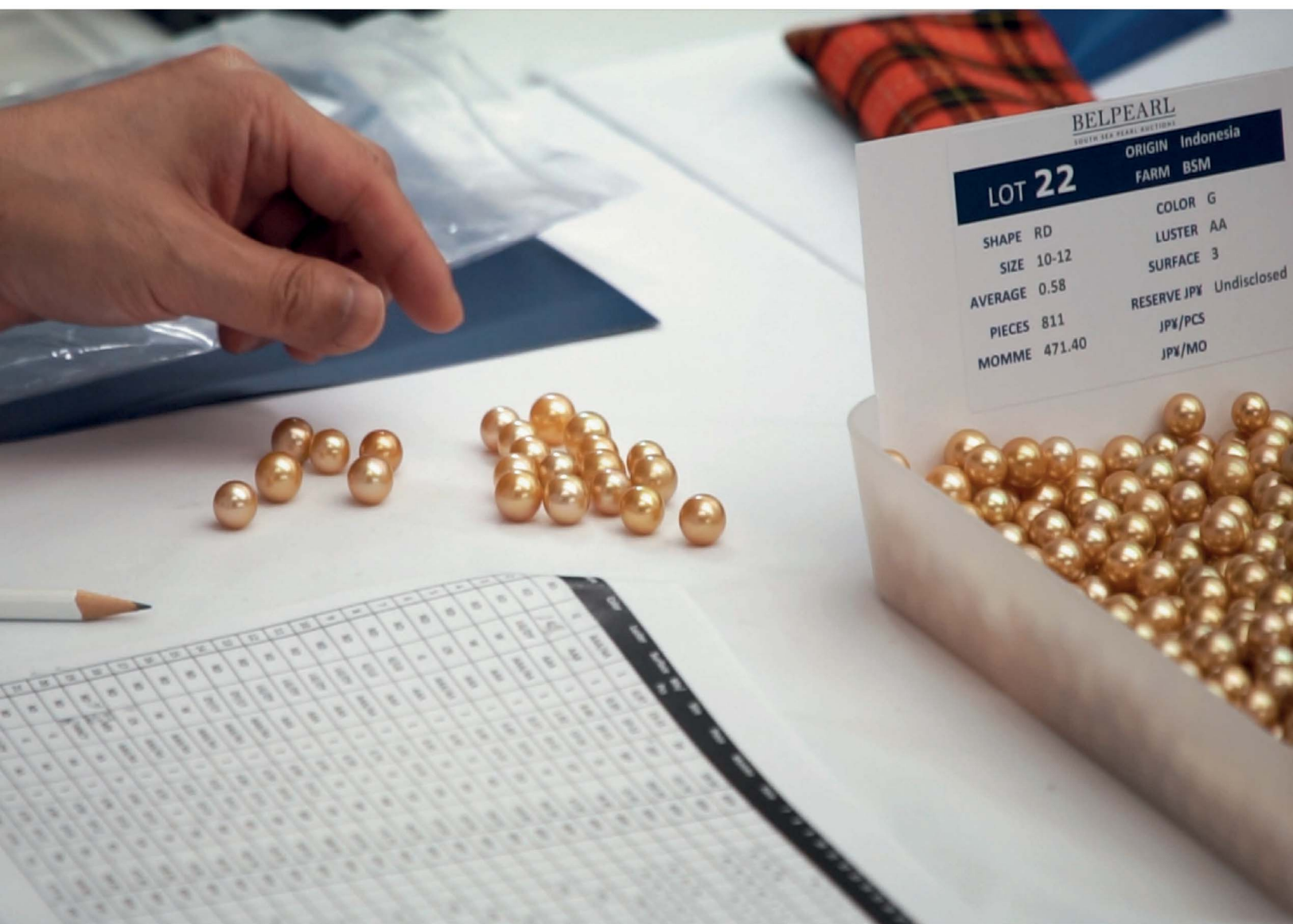
Golden South Sea pearls

Belpearl Auctions对珍珠市场前景感乐观，该公司业务发展总监Michael Hajjar称，南洋珍珠的表现尤其突出，然而中国市场放缓，或会影响南洋金珠的销量。

他指出，买家越来越关注市场的透明度及产品的可追溯性。“我们会要求拍卖夥伴出示产品来源证明。此举让我们能提供清晰、可靠的产品资讯。”

去年11月，该公司举行了一连五日的珍珠拍卖会，分别提供来自印尼、缅甸及大溪地的珍珠。一直以来，Belpearl积极引入更多拍卖夥伴以扩充产品类型，最新成员有来自澳大利亚的南洋珍珠生产商。

Belpearl刚于2月份举行了缅甸珍珠拍卖会，并紧接举办另一场珍珠拍卖会，集合来自印尼、缅甸及法属波里尼西亚珍珠生产商的货品。



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Belparl Auctions is the world's leading pearl auction event. White, Black and Gold South Sea pearls directly from producers across the Pacific, and beyond.

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BELPEARL
SOUTH SEA PEARL AUCTIONS

Blending art forms

交织舞蹈与珠宝

| Sze Man Young 杨诗敏 |

Jewellery designer Florence Tsai combines her love of dancing with inherent wit and creativity to come up with exceptional jewellery pieces. 光影舞动之间，最能展现珠宝的闪烁灵动。珠宝设计师Florence Tsai透过珠宝作品，演绎出她对舞蹈的澎湃热情。

Siobhan Durnigan, artistic director of I AM Concepts, dons a pearl collar and Lacrima earrings by Florence T

Dance is the hidden language of the soul and the body, according to Florence Tsai. She founded her brand, Florence T, to bring together dancing and jewellery design as powerful creative expressions.

What's the story behind Florence T?

Florence Tsai: I established this brand after sustaining a longstanding love affair with jewellery and discovering that there are few options for affordable and good-quality jewellery in Hong Kong. I also wanted to educate consumers on the beauty of natural stones. When people think of jewellery, the first thing that comes to their minds is diamond or jade. I hope I can raise awareness on the beauty of lesser-known coloured gemstones. I also hope to bring something young, new and refreshing to the market.

What inspired you to meld the concept of modern dance into jewellery?

Tsai: Dance is one of the greatest loves of my life and it felt natural for me to incorporate it into my brand. Dance allows people to express themselves in a personal way and is one of the most beautiful forms of art, same as jewellery. I was initially approached by Siobhan Dumigan, a friend whom I danced with when I was a young girl to collaborate and it made perfect sense to put these two art forms together. Jewellery is always most beautiful in motion so what better way to showcase it than through dance?



Jewellery pieces by Florence T

Florence Tsai wears the latest Sole choker and interchangeable Lacrima earrings



What does jewellery mean to you?

Tsai: Jewellery is a direct reflection of your personality and your story. It is a part of who you are. It is a way to beautify, accessorise and enhance. It is also a way for you to express yourself – if you want to portray yourself as more feminine and elegant, jewellery can help you do that. Or if you want to be seen as more rock 'n roll and edgy, jewellery can also help you achieve that. For me, jewellery, like fashion, is a statement.

Please describe to us your new collection.

Tsai: My new collections are more playful, diverse and infused with more love and passion. We've launched three more collections – Affecto, Sole, and Stella and Luna – and have updated our signature collections – Lacrima, Trevi and Minicross. This time, we used more variety of coloured crystals in different shapes and introduced designs using mother-of-pearl and lapis lazuli in 18-karat gold. Affecto features heart-shaped crystals, perfect for expressing love, while Sole, and Stella and Luna use lapis lazuli and mother-of-pearl in the shape of the moon and sun. I have also designed some chokers, which are more casual, fun and fashionable.

香港珠宝设计师Florence Tsai欣赏舞蹈艺术的表现和美感，相信舞蹈与珠宝有著共同的特性：美化及表达自我。同名品牌FLORENCE T全新系列，以她钟爱的舞蹈美态，演绎时尚女性的独特魅力。

品牌FLORENCE T期望为珠宝市场带来新元素、让公众欣赏到宝石的天然美；提供价格相宜、款式时尚的珠宝首饰。全新系列采用18K金和奥地利水晶，冀藉晶石的力量带来治疗功效，并运用不同物料与拼凑，营造出丰富的层次性。她认为，珠宝能够为佩戴者展现不同个性和风格、传达信息、甚至演绎个人经历和故事，跟舞蹈同样能够表达出舞者的个性和心情如出一彻。



Necklaces from the M'ama
Non M'ama Collection

Earrings from the Nudo Collection

Bangles from the M'ama
Non M'ama Collection

The colour of elegance

优雅的风采

| Bernardette Sto. Domingo 杜明高 |

Italian fine jeweller Pomellato alludes to unequivocal synergy among colour, innovation and design as the cornerstone of the brand.
意大利精品珠宝商Pomellato以鲜明的色彩、创新和设计互相配合，
构筑起品牌的基石。

The palpable yet tamed sophistication of every Pomellato jewellery piece lends further credence to Italy's reputation as one of the world's most prolific jewellery capitals.

Vicenzo Castaldo, the brand's creative director, pointed to three crucial elements that set Pomellato apart from its competitors – colour, craftsmanship and innovation. These fundamentals make every design highly recognisable, from small rings to larger, statement pieces.

The company uses an eclectic variety of coloured gemstones including London and sky blue topaz; red tourmaline; prasiolite; amethyst; smoky and lemon quartz; and white and grey moonstones. A few capsule

collections meanwhile highlight rare stones such as red and pink tourmaline, iolite, tanzanite, and morganite.

According to the designer, some pieces are further adorned with white or brown diamonds.

Sensual lines and shapes also figure a lot in Pomellato's creations while functional elements such as prongs or clasps are likewise embellished to contribute to the jewellery's overall aesthetic appeal.

"We love roundness and softness in our designs; there are no rigid edges. Even the smallest pieces feature perfect, tiny cabochons," disclosed Castaldo. "We also transform technical elements into something beautiful and decorative."



Iconica band rings

RITRATTO rings

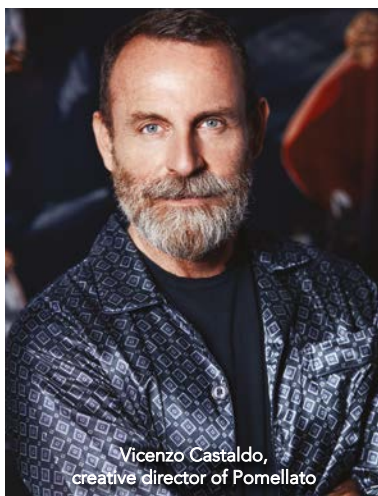
Sabbia choker and bangles

Creative process

With designs that are deliberately more “feminine, sensual and assertive,” Pomellato looks to nature and the arts for inspiration. There is however no single, repeatable formula when it comes to conceptualising a jewellery piece.

The process is uncomplicated, noted the designer. “Inspiration is everywhere – a stone’s cut, a beautiful flower, the lines on a leaf or a painting rich in decorative elements,” explained Castaldo.

The brand’s signature collection, Nudo, embodies Pomellato’s vision and concept of jewellery. Pieces from this collection can be worn daily or mixed and matched to create different styles. Another exceptional characteristic of this collection is a proprietary cut that makes the stone’s colour deeper and more vivid. Castaldo described it as a reinterpretation of the solitaire style that is more design-centric and unconventional.

Vincenzo Castaldo,
creative director of Pomellato

The Pomellato woman

Despite the brand’s broad customer base, Castaldo refuses to put women in a box by defining their individual preferences. “The woman who chooses our jewellery is self-confident and buys jewellery for herself. She has a very relaxed approach to jewellery – it’s not something that a husband has to buy for her and keep in a safe,”

he noted. “This woman exists in New York, Hong Kong, Paris or Milan. It’s not about culture; it’s a mindset,” he noted.

Pomellato的每件精品，均彰显出品牌的精工细琢，为意大利作为全球最多产的珠宝之都，增添多一份荣耀。

品牌创意总监Vincenzo Castaldo指出，Pomellato珠宝的色彩、工艺及创新设计，让每件精品都拥有高度的识别性，在市场上众多珠宝品牌中别树一帜。擅长运用色泽丰富的宝石，加上很多线条及几何形状，甚至刺尖和扣子等功能元素来提升珠宝的美感。“我们钟情于圆润和柔和的感觉，即使最细微的部分，也会以完美的蛋面呈现。我们还会把技术元素转化为漂亮、具装饰性的部件。”

创意演进

Pomellato的设计着眼于“女性化、性感和自信”，从自然和艺术找到创作灵感。该品牌的标志性系列Nudo体现了Pomellato的视觉和珠宝概念。这个系列既适合日常佩戴又可以混合搭配创造不同风格。该系列的另一个特色是专利的切割技术，能够使宝石的色泽更加浓艳。

尽管该品牌拥有广泛的客户群，但Castaldo先生拒绝为女性的喜好订下框架。“选择我们珠宝的女性都是自信型，对珠宝采取非常开放的态度，她们不是要丈夫为她购买珠宝、或把珠宝置于保险箱。这不关乎于她们的文化或来自何方，这是一种心态、修养。”

Finalists selected for JNA Jewellery Design Competition 2018/19

JNA珠宝设计大赛2018/19公布入围名单

The JNA Jewellery Design Competition 2018/19 has shortlisted 15 finalists on January 31. They will vie for the grand prize that includes US\$2,000.
JNA珠宝设计大赛2018/19公布最终入围名单，15位入围者将角逐冠军宝座及2,000美元奖金。

Organised by JNA of UBM Asia and sponsored by Crossfor Co Ltd, Platinum Guild International (PGI) and the Tahitian Pearl Association Hong Kong (TPAHK), the JNA Jewellery Design Competition 2018/19 aims to foster creativity and innovation in jewellery design.

The judging panel, chaired by renowned jewellery designer Fei Liu, has selected 15 finalists and evaluated each entry against the criteria set by the organisers as well as the entries' adherence to the respective themes. The judging panel also includes eminent jewellery designer Robert Tateossian; famous visual artist Bradley Theodore; and publisher and editor-in-chief of the JNA group, Christie Dang. The three category judges are Ida Wong, general manager of TPAHK; Hidetaka Dobashi, founder and CEO of Crossfor; and Suzanne Wong, senior product manager of PGI.

The 2018/19 competition attracted a total of 2,588 entries from jewellery designers and students from 39 countries and regions. There are five finalists in each category – Dancing Stone, Platinum and Tahitian Pearl, respectively. Of the 15 finalists, five are from China; three are from Taiwan; while the rest are from Bulgaria, Egypt, Iran, Italy, Japan, Malaysia, and the US.

The organisers said they were encouraged by the deluge of high-calibre submissions for the 2018/19 competition, saying this injected new concepts into

the existing design framework and elevated designs of Dancing Stone, platinum and Tahitian pearl jewellery.

Winners of the JNA Jewellery Design Competition 2018/19 will be announced in June 2019.

For more information and the list of finalists, please visit our official website at www.jnadesigncompetition.com or our Facebook page @JNAdesigncomp and Instagram @jnadesigncompetition.

由亚洲博闻旗下《JNA》主办的“JNA珠宝设计大赛2018/19”接获来自全球39个国家及地区共2,588份参赛作品。经过评审团的专业评审加上精准的网上评分系统，大赛三个组别“灵动钻石”、“铂金首饰”和“大溪地珍珠”各五位入围者在2019年1月31日顺利诞生。

十五位入围的专业设计师及设计系学生分别来自中国、日本、台湾、美国、马来西亚、意大利、埃及、伊朗及保加利亚。他们凭著富创意的作品，共同为珠宝设计舞台谱出新乐章。

大赛评审团队由评委主席“Fei Liu Fine Jewellery”创始人刘斐率领，其他评委包括艺术家Bradley Theodore、“袖口之王”Robert Tateossian、亚洲博闻JNA出版人兼主编邓欣欣及三位组别评委土桥秀位、黄素珠及黄佩珊，就参赛作品主题性、原创性、创新性及工艺性选出共十五件入围作品。

入围作品将获制作成实品，再由评审团队于每个组别各选出一名冠军及四名优异奖，总选结果将于本年6月底通过大赛官方渠道公布。敬请密切留意大赛最新动态，一同见证首届“JNA珠宝设计大赛2018/19”冠军的诞生。

List of 15 finalists 入围名单:

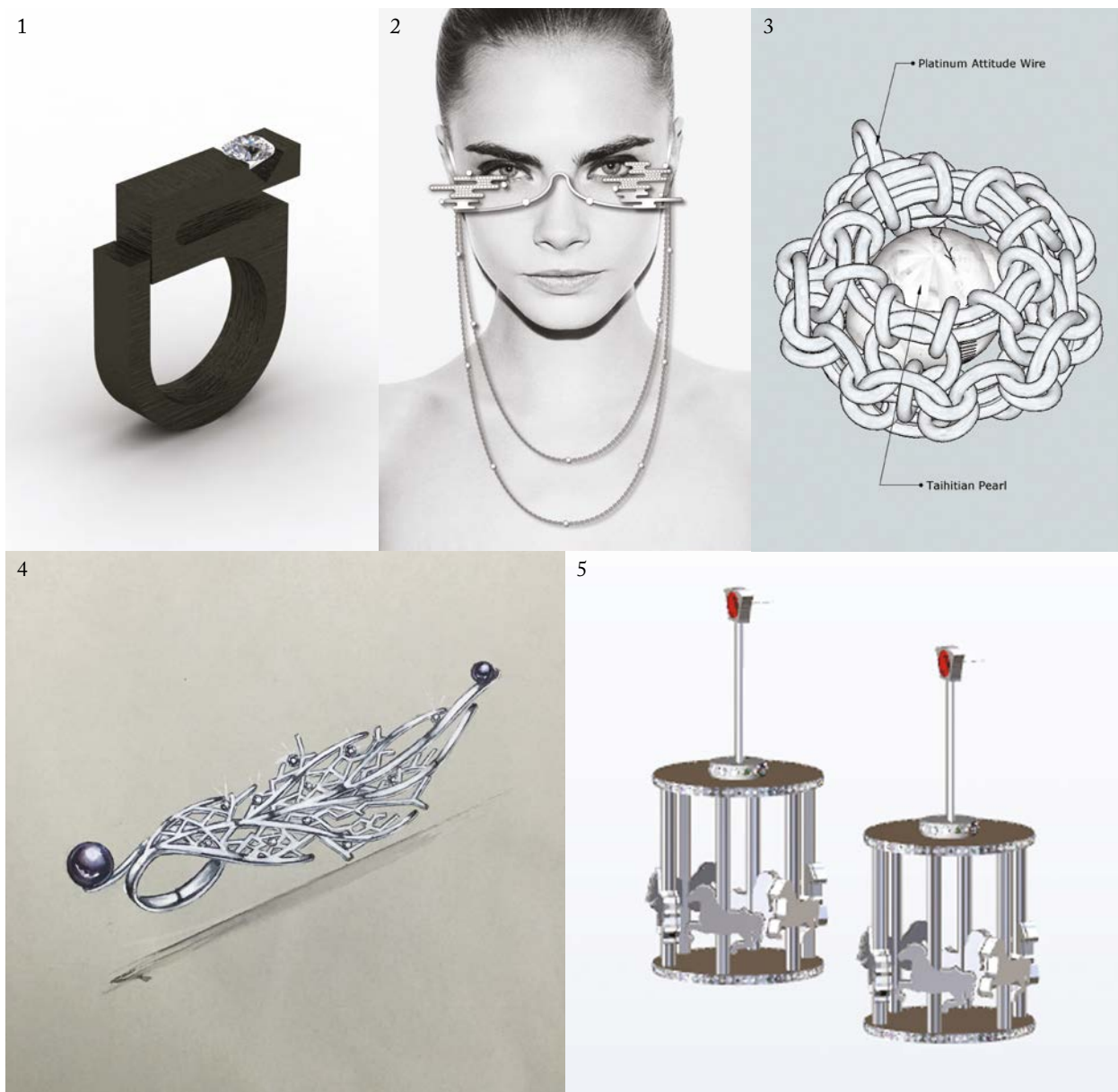


Dancing Stone Category – New Fashion Tech

灵动钻石组 – 时尚新现

	Designer 设计师	Country/Region 国家/地区	Design Title 设计名称
1.	Mami Ochiai	Japan 日本	Heptagram / The Galaxy 七角星/天际
2.	Ming Cheng Hsiao	Taiwan 台湾	Heroine in Chinese Opera 武旦之艺
3.	Sanat Karmakar	Egypt 埃及	My Childhood Memory 儿时回忆
4.	Allison Ice	US 美国	Dancing Facets Pendant 灵动吊坠
5.	Wang Zi Ting 王梓婷	China 中国	Stars 星

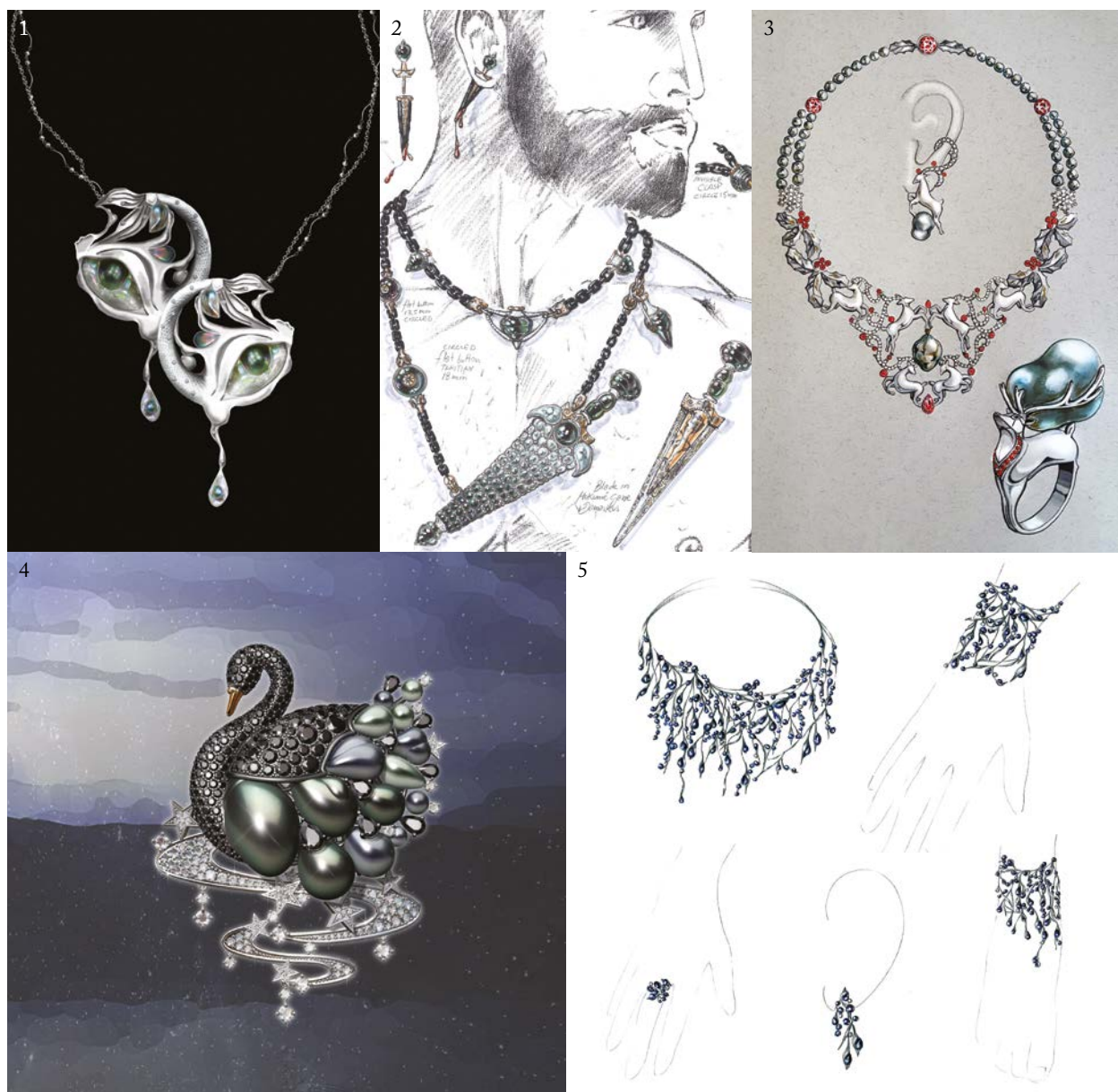
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Platinum Category – Platinum Attitude 铂金首饰组 – 铂金态度

	Designer 设计师	Country/Region 国家/地区	Design Title 设计名称
1.	Shi Xiao Yu 石晓宇	China 中国	Electromagnetic Levitation 电磁悬浮
2.	Liang Fan 梁樊	China 中国	Star Lingers 似星常在
3.	Chin Ban Loke	Malaysia 马来西亚	In Precious 珍贵其中
4.	Liu Fu Wei 刘付威	China 中国	Occurance 蕴2
5.	Meng Fan Hua 孟凡华	China 中国	Love & Whirl 爱&旋转

排名不分先后



Tahitian Pearl Category – Asymmetric Perfection 大溪地珍珠组 – 圆外之美

	Designer 设计师	Country/Region 国家/地区	Design Title 设计名称
1.	Chen Hui Ci 陈慧慈	Taiwan 台湾	Love and Sea 海中情缘
2.	Alessio Boschi	Italy 意大利	THE LEONIDAS MAN SET 壮士配饰
3.	Shahrzad Givi	Iran 伊朗	Joy of Christmas 欢乐圣诞
4.	Eugene YJ Chen	Taiwan 台湾	Black Swan 黑天鹅
5.	Rozaliya Nicheva	Bulgaria 保加利亚	Adagio 缓流

排名不分先后

Crossfor lauds fresh design talents

激励珠宝设计新鲜人

Citing an increasing level of creativity among jewellery designers today, Crossfor Co Ltd expressed confidence that the industry will see more inspired designs moving forward. 珠宝设计师讲求创意，Crossfor Co Ltd对珠宝业未来将涌现更多出色的设计作品，投下信心的一票。

Crossfor Co Ltd, makers of the proprietary Dancing Stone mechanism, highlighted the progressive artistic talents of today's jewellery designers who participated in the JNA Jewellery Design Competition 2018/19.

In a talk with JNA, Gloria Au, sales manager at Crossfor HK Ltd, commended the participants for their eclectic design entries that ranged from simple to creative and luxurious styles.

"Designers' level of creativity has definitely been increasing over the years," noted Au.

Crossfor HK Ltd was among the three sponsors of the maiden edition of the JNA Jewellery Design Competition, which recognises and celebrates excellence in jewellery design. The contest drew more than 2,500 entries from amateur and professional jewellery designers worldwide.

The competition has three categories – Dancing Stone, Platinum and Tahitian Pearl. Their respective themes are New Fashion Tech, Platinum Attitude and Asymmetric Perfection. Design entries were expected to reflect the specified theme while highlighting the respective materials' exceptional qualities.

Participants who entered their designs under the Dancing Stone category were expected to have integrated the patented Dancing Stone component – featuring a centre gem in a semi-floating state – into innovative and unconventional creations.

"We are grateful to have been given a chance to participate in the competition and be able to review more than 700 designs. It's exciting to see how these designs could set new standards in the global jewellery industry," remarked Au.



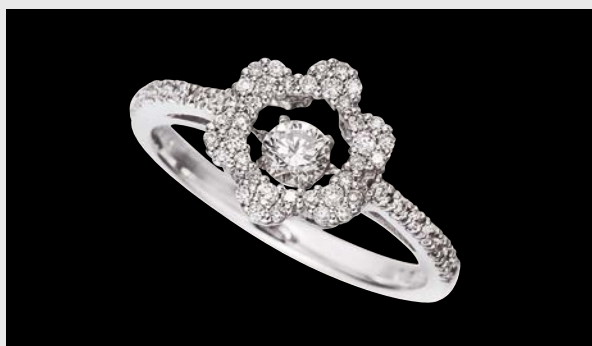
Future endeavours

Crossfor remains committed to offering top-notch products and services to its clients. In 2019, the company is bent on effectively marketing its latest line of tennis bracelets and necklaces. It is also drumming up interest in its new showroom in Hong Kong, which offers the jeweller's Dancing Stone mechanism, jewellery products and other services.

The showroom is crucial to Crossfor's new strategy to also sell finished products. As of September last year, the company has more than 200 global partners and distributors.

The new Hong Kong showroom likewise serves as a key marketing platform to educate the trade while facilitating seamless sales in a highly conducive business environment.

According to Au, Crossfor is also eyeing to expand its foothold in the US, Europe and the Middle East, and further strengthen its social media presence in 2019.



Crossfor Co Ltd专利设计的灵动钻石，凸显出参与首届JNA珠宝设计比赛的设计师的艺术才华。

Crossfor Co Ltd销售经理欧芷芸表示，在大赛组别——灵动钻石组中，接获的参赛作品充份展现出多元化的创作元素，从简约典雅款式、令人惊喜的创意设计到瑰丽奢华精品，都反映出珠宝设计师的整体水平不断上升。

参与该组别的作品会采用灵动钻石的概念作为整件作品的主要视觉效果。欧小姐很高兴能够参与是次比赛的评审工作，通过审阅这个组别超过700份参赛作品，再次肯定了全球珠宝业在设计工艺方面踏进另一个新里程。

该公司致力为客户提供一流的产品及服务。2019年将会集中推广全新网球系列手链及项链。而位于香港的全新展销厅亦将于短期内开幕，以配合Crossfor全新的营销策略。新展销厅将会销售镶有灵动钻石的成品首饰，同时作为市场推广平台，与业界建立更紧密的联系。

All jewellery pieces by Crossfor Co Ltd

Innovations foster growth of platinum jewellery market

创新推铂金饰业长远发展

Innovative design ideas are crucial to revitalising China's platinum jewellery market. 创意设计配合高新技术的应用将为全球最大铂金首饰市场中国带来更广阔的发展空间。

Design and innovation are vital to the future of platinum jewellery as consumers' needs rapidly evolve. With this in mind, the Platinum Guild International (PGI®) said it will continue to promote inspired platinum jewellery designs, particularly in China, the world's largest platinum jewellery market.

According to Dennis Kao, managing director of PGI® China, PGI® is committed to deepening its cooperation with local and overseas partners to introduce more advanced technology from around the world to China, and encourage innovation in product design.

Tai Wong, business development director of PGI®, said the guild wants to firmly establish consumers' passion for platinum jewellery by continuously providing a full range of support to the platinum jewellery industry.

"It is part of PGI's duty to endorse and support creativity in the platinum jewellery sector, globally and locally," Wong added.

One effective way of fostering creativity and innovation in the platinum jewellery segment was through the JNA Design Competition 2018/19, where PGI® was a sponsor. Wong cited the competition's "admirable" mission to bridge market opportunities with global design talents.

"It was an honour for PGI® to be part of this endeavour," he added. "It was wonderful to see the Chinese jewellery industry supporting this cause as well."



Solid support

PGI® said it will continue to focus on creating opportunities in the platinum jewellery sector. Providing support to the trade to help companies develop more novel collections, which in turn, can deliver better margins and turnover, will be a major focus of the association in 2019.

"Prices of platinum are at very competitive levels at the moment and we see huge commercial opportunities for retailers to stock platinum jewellery with strong design elements," Wong added.

It is imperative for platinum jewellers to constantly update their brand appeal to keep up with the evolving demand of modern consumers, remarked Wong, citing the platinum market's still untapped potential.

PGI® will further strengthen the platinum's identity in the bridal jewellery segment, and look into the possibility of creating new occasions and market opportunities. "We will continue to come up with innovative ideas and conduct market research to revitalise the platinum jewellery market in China," Wong said.



Brand Ambassador: Yang Yang



在国际市场与消费者需求不断蜕变的大环境下，铂金首饰行业要持续发展，创意与科技缺一不可。

国际铂金协会(PGI®)中国区董事总经理高伟诚指出，PGI®正致力于深化国内外的交流与合作，引进国外先进技术，鼓励产品设计创新。

PGI®业务拓展总监黄震泰表示，协会旨在进一步深化消费者对铂金首饰的钟爱与忠诚度，透过鼓励与支持创意设计，协助业界为市场提供更多元化的铂金首饰，为行业打造可持续发展的市场环境。

黄震泰重申，JNA珠宝设计大赛具有前瞻性及广阔的愿景，协会很荣幸能成为首届大赛的一份子，并表示欣喜见到大赛主办方不遗余力地推展各项工作，令首届大赛备受广泛关注，吸引来自世界各地众多设计人才参与投稿。

强势支援

在全球最大铂金首饰市场中国，协会向业界提供从市场调研至创新科技与工艺技术的全面支援，协助业界提升铂金首饰盈利与业绩都是协会2019年的工作重点。黄震泰表示，铂金价格正处于具竞争力的水平，遂鼓励零售商引入更多设计时尚新颖的铂金系列，并深信婚嫁与情感需求将持续为中国的铂金首饰市场带来更多机遇。

All jewellery images from Platinum Guild International (PGI®)

Tahitian pearls and innovative designs

大溪地珍珠与创意设计

The enchanting Tahitian pearl has successfully infiltrated the realm of fine jewellery, with multifunctional and innovative designs. 瑰丽的大溪地珍珠藉多样化的效果和富创意的设计，跻身精品珠宝之列。



Tahitian pearls are rising to become the material of choice of innovative designers, according to Ida Wong, general manager of the Tahitian Pearl Association Hong Kong (TPAHK).

TPAHK was among the three sponsors of the maiden edition of the JNA Jewellery Design Competition 2018/19, which recognises and celebrates excellence in jewellery design. The contest drew more than 2,500 entries from amateur and professional jewellery designers worldwide.

The competition has three categories – Dancing Stone, Platinum and Tahitian Pearl. Their respective themes are New Fashion Tech, Platinum Attitude and Asymmetric Perfection. Design entries were expected to reflect the specified theme while highlighting the respective materials' exceptional qualities.

Changing choices

Citing economic uncertainties and the market's evolving preferences, Wong said consumers are spending cautiously and choosing products wisely hence the need for jewellery designers to stand out.

"Multifunctional and innovative designs are making waves in the market since these elements enhance the uniqueness of the jewellery piece," she noted. "Stones, wood, enamel or mother of pearl are being used, apart from metals. 3D design and 3D printing also promote creativity."

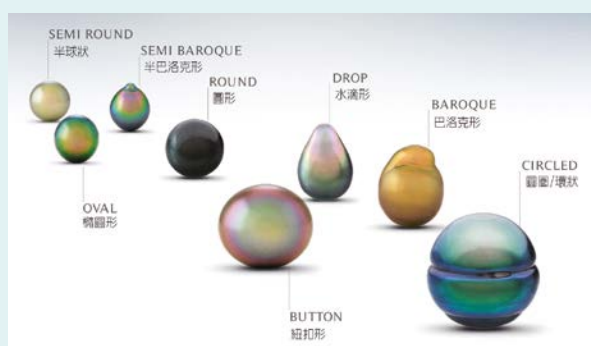
TPAHK said its aim was to raise awareness and promote the Tahitian pearl's multifaceted appeal through the design competition.

According to Wong, each Tahitian pearl is unique in colour, size, shape and lustre. Commonly called black pearls, Tahitian pearls are also available in grey, cherry, green, blue and peacock colours. The shape can be round, oval, drop, button or baroque. Unique, organic shapes are in fact gaining traction among jewellery designers.

"We've had to review nearly 1,000 entries under the Tahitian pearl category. The variety of designs using concepts ranging from nature to universe, architecture, history, geometry, love and other abstract ideas, was fascinating," shared Wong.

TPAHK remains committed to promoting the beauty of Tahitian pearls to consumers. The association has been sponsoring jewellery design competitions and the Miss Jewelry Hong Kong Pageant specifically for this cause.

It also organises a study tour in Tahiti and supports charitable causes, according to Wong. In 2019, the association is also directing its focus on digital and social media marketing promotions.



香港大溪地黑珍珠协会总经理黄素珠表示，大溪地珍珠逐渐成为追求创意的珠宝设计师所钟爱的素材。

随著经济环境的多项不明朗因素，加上市场的喜好不断改变，消费者在花费上会变得更加审慎和精打细算。故此，要引起消费意欲，出色的珠宝设计显得尤其重要。

“大溪地珍珠呈现的多样效果和富创意的设计为珠宝首饰增添独特元素。消费者渴求有特色的产品，除了金属物料，木材、石头以至珐琅和贝母都已普遍采用作为珠宝材质的一部分。而近年兴起的3D打印和设计，也是针对提升设计效果。”黄女士强调，协会期望通过是次设计比赛，推广大溪地珍珠所展现出的各种自然美态，提升公众对大溪地珍珠的认识及关注。

事实上，大溪地珍珠拥有丰富的色系及形状，从灰色、紫色、绿色、蓝色到孔雀绿色等，形状除浑圆之外，亦有椭圆形、水滴形、钮扣型及不规则型。珍珠独特的自然美，正是焕发珠宝设计师创作灵感的来源。

“是次比赛的大溪地珍珠组别，接获近千份参赛作品，他们从大自然、历史、建筑、几何学、爱情以至其他抽象意念中撷取灵感，作品令人著迷。”

回顾2018年协会的工作成果，无论在市场推广工作、带领大溪地考察团以至在年底举行的慈善义卖活动方面，均获得市场广泛的关注及认同。”2019年，我们将会继续透过赞助珠宝设计比赛，来提升大溪地珍珠的认知度及普及度，亦会邀请业内人士、珠宝设计师以至知名人士亲访大溪地。此外，亦会继续支持香港珠宝小姐选举、举办慈善义卖活动以及不同的商会及机构合作，通过多元化的活动渗透不同阶层，将大溪地珍珠的美推广至社区。”

All jewellery images from TPAHK



JMA competition highlights vitality and creativity 绽放原创生命力

Serving as a platform to exchange creative ideas among designers, the JMA International Jewelry Design Competition has been strongly supported by the jewellery industry for 18 years. With the theme “Blossom,” winning entries in the 2018 edition highlighted innovative and state-of-the-art design concepts, giving jewellery pieces boundless vitality. The winning pieces also symbolise the continued blossoming of the jewellery sector.

JMA国际珠宝设计比赛为珠宝同业建立起交流平台，将优秀的珠宝设计及工艺传承下去。今年的比赛主题为「绽·放」，各得奖作品展现出别具一格、大胆创新的珠宝风格，绽放夺目光彩，正好代表著珠宝业的无限活力。

Open Group I

Champion

FLY

深圳市尚芸廊文化傳播有限公司

Xiao Wang Yue

Design concept: Breaking through conventions, combining tradition and modernity, and nature and abstraction by mixing diamonds with coloured gemstones. Colourful feathers dance freely in the jewellery pieces.



Merit and Tahitian Pearl Award

BRILLIANT NIGHT VIEW

Peter Lam Jewellery Ltd

Luo Jin Jiao

Merit

BEAUTIFUL SMILE

廣州蜜月之旅珠寶有限公司

Zhang Jian Kun



Merit

SAKURA

55 Fifty 7 Jewelry LLC

Bimal Koley

Open Group II

Champion and Best Craftsmanship Award

THE ANGEL

Noble Jewelry Ltd

Lily Leung

Design concept: Orchids that bloom in splendid colours attract bees and butterflies, enchanting them forever. Orchid, Bees and Butterfly can be worn independently as brooches.

The winning pieces were presented by Kimmy Low, champion of Miss Jewelry Hong Kong 2017, and photographed by Olivia Tsang



Merit & My Favorite Jewelry Design Award

YOUNG PHOENIX

C.D. Company Ltd
Wong Shing Yan

Merit

THE DANCE AND FIGHT FOR GLORY

Guangzhou Golden Orange Jewelry Design Co Ltd
Simon Wang



Merit

FRAGRANT ORCHIDS

Shanghai Kimberlite Diamond Group Co Ltd
Lin Zi Chun



Best Market Value Award

SHADOW

Peter Lam Jewellery Ltd
Zhou Jian Xiang



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- **High-Profile Events.** The annual JNA Awards stages one of the most prestigious awards programmes to recognise innovation and excellence in the industry.



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10 - 13 Oct 2019

MIDDLE EAST

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19 - 23 Nov 2019

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Shenzhen

19 - 22 Apr 2019

Shanghai

28 Nov - 1 Dec 2019

JAPAN

Tokyo

28 - 30 Aug 2019

INDIA

Chennai

8 - 10 Mar 2019

4 - 6 Oct 2019

Kolkata

6 - 8 Apr 2019

Hyderabad

14 - 16 Jun 2019

New Delhi

28 - 30 Sep 2019

Mumbai

21 - 23 Dec 2019

TAIWAN

15 - 18 Nov 2019

HONG KONG

16 - 19 Sep 2019*

March 2020*

20 - 23 Jun 2019

16 - 22 Sep 2019

* Dates of Asia's Fashion Jewellery & Accessories Fair



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「殿堂设计」

香港珠宝首饰拓展国内市场

香港珠宝制造业在全球的珠宝市场中扮演著不可或缺的角色。2017年，香港珠宝产品出口达到410亿元。同时，凭藉著在产品设计和先进工艺方面的国际视野，香港制造商在国际以及国内的珠宝市场都占尽优势。

香港珠宝行业的市场优势

香港珠宝首饰制品一直以时尚设计、优良品质、工艺超凡闻名世界，深受全球买家的喜爱。香港生产商制造各种各样中高价珠宝首饰，特别擅长生产以小型宝石为主的时款首饰，以及打造纯金饰品。同时，香港也是公认的主要玉石首饰生产中心，近年亦发展为重要的珍珠贸易及分销枢纽。

香港珠宝业灵活变通，致力满足本地及海外市场的需求，而且生产的珠宝首饰制品多元化，例如中高价珠宝首饰、宝石首饰、14K或18K黄白金镶钻首饰等，深受市场欢迎。港商擅长宝石镶嵌技术出色，设计能力卓越，竞争力不逊于世界级的欧洲生产商。

结合设计与工艺的产品

香港制造商的珠宝设计往往是结合时尚与日常搭配，创新设计及紧贴时尚潮流成为香港珠宝业的重要元素，同时兼顾产品的工艺技术和材料价值。除了设计原创概念的讲究，也精心挑选珠宝原料，并搭配精湛的工艺，三位一体完美呈现出殿堂设计的艺术性。

近年香港珠宝业大力开拓珠宝首饰品牌，业界涌现不少自家品牌及珠宝设计师，凭著创新设计意念及元素来取胜。珠宝生产商采用新技术开发新颖设计，把先进制作技术揉合传统手工艺，更研发新物料以制作时尚首饰，提升产品设计的素质。紧贴潮流及不断创新的精神都是香港珠宝业能稳步发展的基因，并得以在全球市场维持它的优势。



公司名称：名匠珠宝有限公司
产品名称：《逐浪者》



公司名称：金帝珠宝有限公司
产品名称：海浪珠



公司名称：皇庭珠宝有限公司
产品名称：CNC皇室婚戒 - 精雕技术 精湛工艺

为了让国内买家进一步认识香港珠宝首饰产品及品牌，香港金银首饰工商总会于2019年会参与国内4个大型珠宝展览，设立「香港珠宝业高端展示馆」来展现香港珠宝首饰业的设计、工艺及生产的优胜之处。馆内特别设有「殿堂设计」区，挑选具香港代表性的珠宝设计产品，为买家展示香港珠宝业的优秀设计及殿堂产品。

参观「香港珠宝业高端展示馆」：

深圳国际黄金珠宝玉石展览会 - 2019年4月19-22日

成都国际珠宝展 - 2019年8月23-26日

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