

A RENAISSANCE IN GOLD: THE LATEST TRENDS

The triumph of warm yellow gold, crafted into voluminous forms, has made traditional gold design newly resplendent.

9th June 2001: World Gold Council has gathered its best partners, calling on the most acclaimed goldsmiths to become trendsetters the world over. These international designers had one year in which to visualise and realise new jewellery of exquisite beauty for a world premiere at the high-profile buyers-only exhibition in Vicenza, Italy, from June 9-14. In this joint project, World Gold Council and the Vicenza Fair have stressed the importance of gold jewellery design – an initiative creatively expressed in the "Renaissance" collection. In the words of Kit Inagaki, World Gold Council Director Jewellery, Europe, Japan & International Programmes, "We are delighted to be able to present this collection at VicenzaOro 2, the most important Fair in the jewellery calendar worldwide; at this edition of the Fair, we know that international buyers are looking for new, attractive and creatively designed gold jewellery, because yellow gold is an integral part of the lifestyle of today".

There are ninety-five international manufacturers participating in this gold renaissance, who represent the genuine trendsetters in the international arena. With forty-one goldsmiths, Italy leads with the majority, truly demonstrating this country's creative gifts and contribution to world gold jewellery design. France and the United States are also highly represented with ten participants each, while Spain has contributed eight designers. England and Japan have distinguished their country by sending seven designers each, Portugal comes next with five designers and Korea follows with three. Additionally, Singapore, Germany, Thailand and Switzerland are each represented by one designer. The selection criteria was based on the creative history of the company, as well as its active collaboration in Council initiatives.

THE TRENDS

The Renaissance collection has brought to life a trend that is already well evident: yellow gold crafted in a bold fashion will draw the attention of all.

The rage for yellow gold has already been expressed by the creative minds of the gold world in fashion, architecture, cult accessories like clutch bags and shoes, as well as fabrics, cosmetics and cuisine. Gold is being used to symbolise the spirituality of our cultural myths, our sensuality, our warmth, and the intimate connection with emotions. The days of minimalism and neutral tones have been replaced by a warmer and brighter style that pervades fashion and jewellery design, as well as our very lifestyles.

A triumph in the history of traditional gold design: the inspiration drawn from the most vital periods of our history is a testimonial that there has only been one thing to bridge the gap between the past and the present: gold. The art of the Etruscans or the traditions of Magna Graecia are still alive in gold. And the Sumerians and the Incas inspire gold design still, as do eras like the Baroque and Art Nouveau.

Welcome back to the 60s with jewellery that displays abundant curves and shapes: bracelets that coil around wrists and earrings whose roundness nicely complements the natural contours of the face. Or revisit the 70s groove with the classic motif of faceted surfaces and flat bracelets with a honeycomb pattern. But indisputably, the most confirmed trend in the collection is gold knit jewellery: soft mesh is used for bracelets, spectacular necklaces and magnificent chokers that are reminiscent of the high round collars worn during the Renaissance. And according to the new trends, gold chains are no longer worn singly, but in multiple combinations.

Cult accessories are absolutely golden from sabots, belts and clutch bags, to hair decorations, lighters and powder compacts. And for those real connoisseurs of luxury, there are even bottle-shaped gold champagne containers and hourglasses filled with gold grains.

There is also definite inspiration from the natural world, with designs celebrating the caper flower, the ginkgo, the calla lily, the rose, the gold nugget, the snake and the dove, as well as the sea and the symbols of the four seasons.

WORLD TOUR

This collection, proclaiming the new trends for the global gold market, will also be exhibited in major cities around the world. Confirmed dates so far include New York for the *Jewellers of America Show* (late July), Tokyo for the *Japan Jewellery Fair* (September) and Hong Kong, for the *International Watch and Jewellery Show* (September). In October, there will also be an event organised for buyers and the media by the Council's Shanghai office, followed by another October exhibition for the Korean press in Seoul. The tour will continue with stops in various European capitals and public relations events in the Middle East. "We are sure that this innovative collection will contribute to an increase in the demand for gold jewellery throughout the market worldwide", concluded Mr Inagaki.

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