



## **GemGenève and Emerging Talent in its Second Year Gives a Platform to Young Swiss Designer Jewellers**

When the two Geneva-based gem and jewellery dealers, Thomas Faerber and Ronny Totah, embarked on their GemGenève adventure two years ago and decided to build a new-style, elegant and intimate gem and jewellery show, they were also determined to promote new talent in the jewellery world. A vital part of their mission was to provide a platform for young designers, jewellers, artisans, to nurture creativity and craftsmanship, ingenuity and imagination, to ensure the continuing dynamism of the global jewellery industry and to perpetuate the art of the jewel.

Last year, at the inaugural GemGenève, a special section of the show was devoted to 'Emerging Talent', presenting a group of young or little-known designers taking their first steps into the jewellery industry. This special feature proved extremely popular with visitors as well as beneficial to the designers. Building on this success, this year focuses on new Swiss talent, highlighting the work of four home-grown Swiss-born and -based designers and artisans:

**Syz Fireworks:** As the name suggests, this new brand explodes with colour and movement, the brainchild of Isabelle Syz, the daughter-in-law of Geneva-based designer jeweller, Suzanne Syz. Isabelle had been a high performance athlete and qualified as a business lawyer at age 23. After marriage and the birth of her first child, she felt the need for a change of direction, and as a long-time admirer of her mother-in-law's iconoclastic style, she had the idea of launching a collection of jewels in the same spirit, irreverent yet sophisticated, but more accessible and more easily wearable for all day and every day, with casual clothes. Syz Fireworks is inspired by Pop Art and contemporary art, by shape, form and vibrant colour. The first collection, Petit Cosmos, is designed around high-energy whirls, twirls and dizzying spirals, capturing the mesmerising rotations of the planet.

**Ena Iro:** This powerfully tribal-inspired collection was launched by Oriane Khoury in 2010, encouraged in her venture, she says, by her multi-cultural heritage and upbringing. Her background led to an early fascination with ancient Eastern civilisations - Byzantium, Carthage, Samarkand and Shiraz - although when she began to design her jewellery collection, her major inspirations were and still are African and Japanese aesthetics. These two cultures may seem contradictory, and Oriane says while her jewels are fuelled by a fusion of opposites, she also finds the common thread between the two, through purity of form, strength of line and ritualistic meaning. Her signature bold African-inspired bracelet, designed in openwork spirals and circles – the universal emblem of the cosmos – is based on adornments worn by the Punu tribe, and is crafted in titanium, accented with yellow and pink sapphires.

**Pierre Alexis:** the artist-craftsman, Grégoire Maret, returns to Emerging Talent having participated last year. He hand-crafts his jewels himself, working with native Swiss materials and minerals, including the unusual pink cobalt calcite that is formed in the coal mines of the Valais region of Switzerland. Grégoire is profoundly connected to what he describes as the "secrets" of his base materials, to their origins, their associations with the cosmos, and to the alchemy of turning these materials into contemporary jewels. He too is inspired by his own cultural roots, by Celtic art, and



focuses on ancient cosmic symbols, particularly the solar symbol of three interlocking spirals, which he interprets in his technique of braiding or combining three colours of gold, white, yellow and red.

**Horowicz Fine Jewellery:** This modern lifestyle jewellery brand was launched in 2010 by Clea Horowicz when she was just 21 years old. She tells how she loved the stories told to her by her grandmother about the jewels that she kept hidden, for safety, in old make-up cases. So that the sentimental value of jewellery remains Clea's guiding inspiration. She studied jewellery design at HEAD in Geneva, before taking a gemology course at the GIA in California. Today, in her atelier in Etoy, Switzerland, she hand-makes her jewels and cuts her own stones, often working with treasures brought back from around the globe, especially from Australia, a country she particularly loves, and that inspires many of her designs, including her Black opal leaf and Stars of Australia collections. Her jewels are intensely personal and wearable, with a boho-chic flavour, and Clea Horowicz believes, "The more they are worn, the more beautiful they become."

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