



GEMGENÈVE
Geneva International Gem & Jewellery Show

Eléonor Picciotto



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Biography :

Raised in the Parisian watchmaking industry, Eleonor moved to the U.S. to study journalism in Boston then worked at Harry Winston in New York City for two years before landing in Geneva in 2012 to launch the MB&F M.A.D. Gallery. She then toured the Pacific for seven months ending her trip in French Polynesia learning everything about black pearls which gave her the idea of The Eye of Jewelry, an editorial website dedicated to the world jewelry, unveiled on January 2015. Based now between Geneva, Paris and the rest of the world, she combines her knowledge of haute-joaillerie & fine jewelry to give a 360° angle about this dazzling industry. The past few years led her to develop the largest marketplace dedicated to jewelry in addition to freelance jewelry projects such as curating a Mrs Rake selection for the British Media The Rake or GQ France.

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