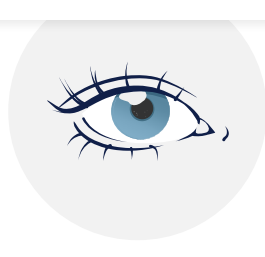


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THE EYE OF JEWELRY · JEWELRY · GEMGENÈVE JUST OPENED ITS DOORS FOR THE 2ND EDITION OF THIS NEW JEWELRY RENDEZ-VOUS!

# GemGeneve just opened its doors for the 2nd edition of this new jewelry rendez-vous!

MAY 9, 2019 | JEWELRY STONES



*May 8th, 2019 marks the opening of the second edition of GemGeneve where exhibitors from around the world have set a foot in the Calvin City for the next upcoming days. 210 exhibitors including stone dealers, jewelry experts, emerging talents, upcoming designers and HEAD students have taken up the square meters of Palexpo, located just a few steps from the international airport to attract trade and private buyers, journalists and gem lovers within the “Find and Feel” campaign that GemGenève has set for this years’ show.*

BY ELEONOR PICCIOTTO

Another great opening night for GemGenève ! As a matter of fact, the second edition of this new jewelry rendez-vous has proven to be a success right at its opening. The press and VIP cocktail welcomed hundred of guests keen to admire precious gems, excited to discover this year’s new emerging talents including Clea Horowitz, Pierre d’Alexis, Syz Jewels and Ena Iro and happy to spot thousands of vintage pieces of jewelry from reknown antique dealers from around the world.



Suzanne Craviari – Gold Earrings with citrines from Charles Abouchar

Set up like in a regular fair with alleys and booths, most gem dealers and antique jewelry specialists welcome whoever wants to take a sneak peak inside their stand or with an actual desire to try on a piece. As a matter of fact, unlike in most jewelry and gem shows, GemGenève has been thought specifically for clients and the general public in order for them to be able to directly meet, speak, interact with the exhibitors without having to go through the hassle of pre-booking appointments with PRs. In doing-so, people are more inclined to spontaneously get into an exhibitor’s booth to simply try on a Boivin brooch or vintage Cartier necklace.

Moving on to the Designer Vivarium, we can discover 11 designer showcases curated by Jewelry Historian and Journalist Vivienne Becker. From Moscow, to London, New York or Paris ... you may encounter the vivid and creative personalities of Sean Gilson and his colorful rings, Tatiana Verstraeten and her delicate shooting star fringe ear cuff or Racine founded by [Pedro Oselieri](#) that we interviewed last week.



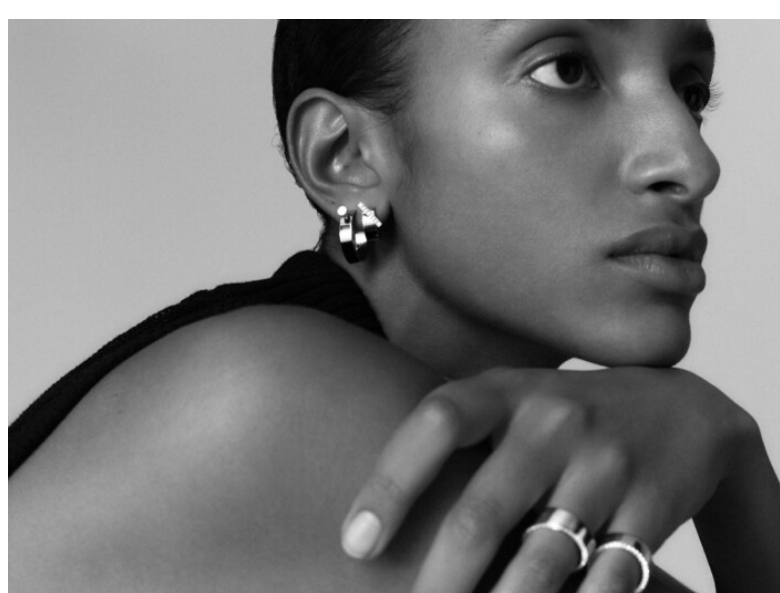
Pierre d’Alexis – Rose Mine necklace with a diamond

Attending conferences on a variety of jewelry topics may also be a good reason to come to GemGenève where you will learn anecdotes and historical facts directly from specialists and major players of this industry. Visit the [GemGenève website](#) in order to find out what the schedule is.

Congratulations again to Thomas Faerber and Ronni Totah for this wonderful initiative that happens to be much more than just a jewelry and gem show.



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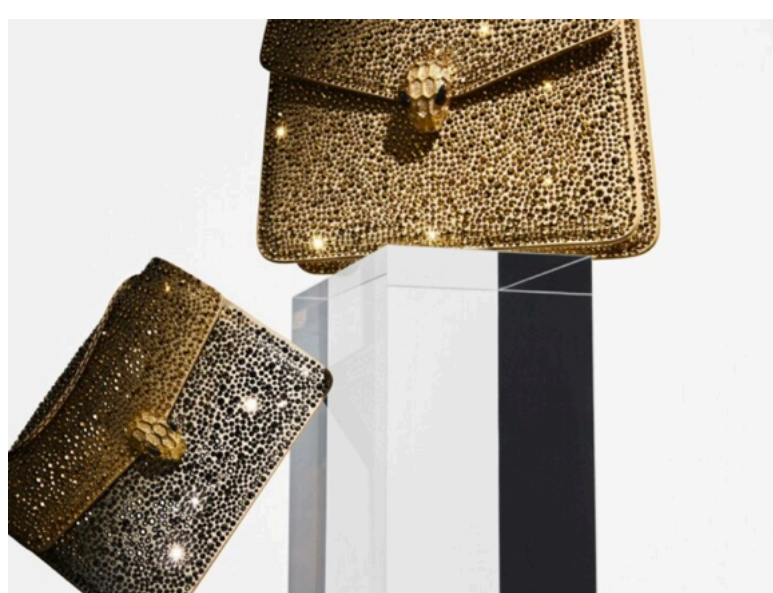
### Spotlight on Ina Beissner, a new label discovered during Paris Fashion Week

With her collections of fine luxury and natural elegance, German-born designer Ina Beissner has succeeded in making her jewelry brand one of the most successful labels of her generation.



### #Shopping: the designer Yvonne Léon offers herself a second Parisian showcase

6 years after the opening of her first boutique in Saint-Germain-des-Prés, Yvonne Léon is renewing the experience on the Right Bank a few steps away from the legendary Avenue Montaigne. Let’s have a virtual tour.



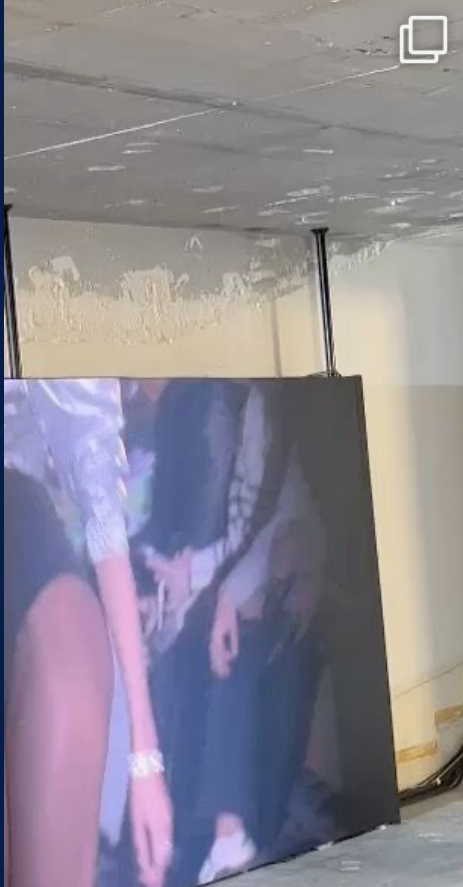
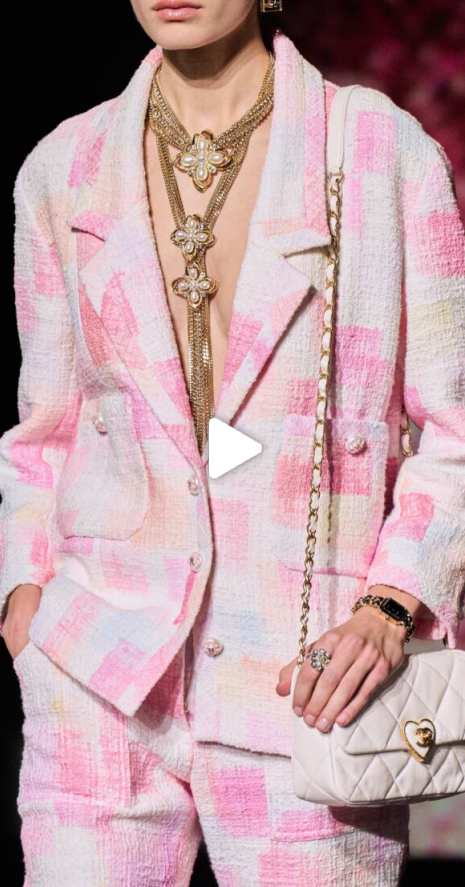
### Our favourites for October!

Between Paris Fashion Week, press meetings and a trip to Los Angeles for our editor-in-chief, the last few weeks have been very busy (and you know we love that!). The editorial staff has spotted for you the latest fashionable pieces...

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