

A TUFTS COMMUNICATIONS FINE JEWELRY PUBLICATION

# mazzarese

fine jewelers

magazine

Communicating Color

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Hollywood's Reach

Greener Every Day: John Hardy

The History of Engagement Rings



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Warmest personal greetings from all of us at Mazzarese Fine Jewelers. Each year we look forward to the opportunity to share with you our vision and passion that is translated into our exquisite jewelry. Please enjoy our second issue of *Mazzarese Fine Jewelers Magazine*.

Year after year, we endeavor to stay ahead of the latest jewelry and watch industry trends and innovations, while staying true to our standards and objectives: to give the utmost attention to customer service, to provide knowledgeable sales assistance and guidance in a pleasant manner, and to offer great value and unsurpassed quality with every purchase. We pride ourselves in our commitment to our customers and each other. We are dedicated to creating an experience that allows those who visit our store to enter as customers, but leave as members of the Mazzarese family.

Couture jewelry retailers make up only one half of one percent of all jewelers in the country. We are proud to be recognized as one of those jewelers. As a couture jeweler, we are invited to work with an exceptionally talented group of internationally renowned designers and luxury brands. We strive to provide our customers with the world's most unique styles and designs, made with the highest level of craftsmanship. The result is jewelry that is not only fashionable and chic, but also destined to become the classics and heirlooms of tomorrow. At Mazzarese, you don't have to settle for the ordinary, because you can attain the extraordinary.

The Mazzarese family and staff welcome the opportunity to help you select the perfect gift to honor those who give special meaning to your life. We treasure the experience of being part of your celebrations, from generation to generation.

Each year we find ourselves challenged to stay ahead of the latest trends, not only in jewelry and watches, but in technology as well. Technology has changed our daily lives, allowing for greater convenience and up-to-the-minute communication. Along those lines, take time to visit our website at [mazzarese.com](http://mazzarese.com)

Finally, beyond our dedication to customer service and providing an exceptional shopping experience, Mazzarese Fine Jewelers is committed to serving and generously giving back to the community. We are proud to be charitable partners with many local and national non-profit agencies and service organizations and want to take this time to thank you for helping make contributions possible and for including us in so many of your events.

In closing, may this coming year be one of good health, joyous occasions, and prosperity. Many of you have been loyal customers and friends for a long time. We are grateful for your continuing friendship and patronage. As always, we appreciate the experience of sharing your personal celebrations. See you at Mazzarese!

With gratitude,

**Mark Mazzarese and Veronica Mazzarese**  
And the entire Mazzarese staff

**mazzarese**





ON THE COVER:

All in 18K white gold by MAZZARESE  
Multi strand diamond necklace with pavé diamond clasp \$82,450  
Multi strand diamond bracelet with pavé diamond clasp \$37,330  
Diamond dangle earrings \$12,760

# Carl F. Bucherer

One of the world's heritage watch brands  
celebrates its 125th Anniversary

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# Hollywood's Reach

Hollywood's latest movies influence  
the glamorous new looks in fine jewelry

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Pendant with white topaz, hematite and diamonds with black rhodium finish \$3,000  
36" Chain with diamonds \$6,250



Art Deco inspired diamond earrings \$10,400



Art Deco inspired diamond pendant and diamond chain.  
Pendant \$12,500 Chain \$1,765

# mazzarese

custom

All shown in 18K white gold designed exclusively by MAZZARESE



Engagement ring with baguette and pavé diamonds \$8,250  
Center stone sold separately.



Ring with shield cut and pavé diamonds \$4,800  
Center stone sold separately.



Engagement ring with diamonds \$8,400  
Center stone sold separately.

A woman with blonde hair styled in an updo is shown from the chest up, wearing a black sleeveless dress with a fine, shimmering texture. She is looking down and to her left. She is wearing a diamond ring on her left hand, a wide gold cuff bracelet on her left wrist, and large gold earrings with a teardrop-shaped yellow gemstone and a diamond accent. The background is a plain, light color.

METROPOLIS  
COLLECTION

18K Brushed Yellow Gold • Diamonds

IVANKA TRUMP



# mazzarese

events





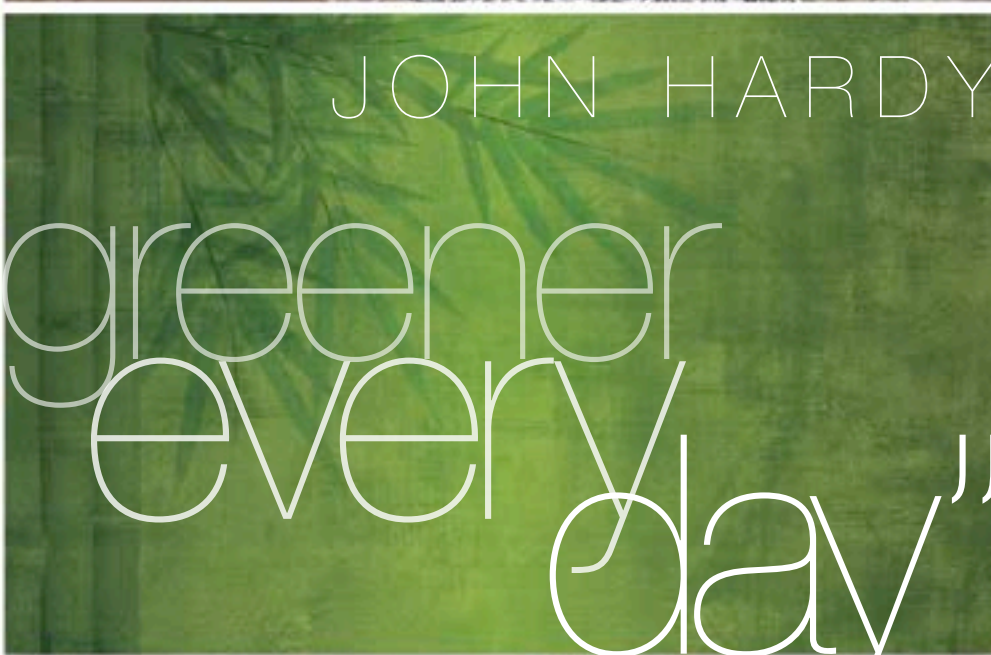


SUTRA





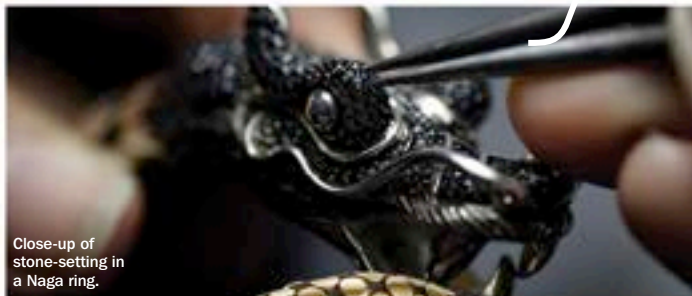
Part of the John Hardy compound, showing traditional Balinese architecture.



Creative director, Guy Bedarida, talks with the design team.



CEO Damien Démoncourt at a tree planting ceremony.



Close-up of stone-setting in a Naga ring.

*These are not mere words, but a way of life for John Hardy and the brand he founded in 1989. The original jewelry that results from this unique collaboration between designers and artisans is only the beginning.*

Increasingly, people want to feel good about what they purchase and to know that it was created with respect for people and nature. When it comes to something so personal as jewelry, this assurance is even more important. And when it comes to the beautiful jewelry of John Hardy, the brand's mission to be "greener every day" offers this kind of assurance. These three words reflect the Bali-based brand's ongoing commitment to sustainable practices in every aspect of the creative process. From using recycled silver, sourcing alluvial gold, and tracking the origins of gemstones to the "Wear Bamboo, Plant Bamboo" initiative, everyone at John Hardy is committed to living with awareness about his or her impact upon the planet.



Silver and 18K gold cobra bracelet set with diamonds in the Dot collection \$3,795





JOHN HARDY

Bamboo helps in both water preservation and sustaining the forests, and John Hardy is doing its part on that front: 800,000 bamboo trees have been planted in the Wear Bamboo, Plant Bamboo project.

Naga dragon dangle tassel in silver and 18K yellow gold \$895

Sharing this passion for creating beautiful jewelry while making a difference in people's lives, CEO Damien Dernoncourt joined the team in 2003. Dedicated to ensuring the company continues to be a pioneer in the area of environmental and cultural preservation, he insists that its practices illustrate this belief. One of these practices is decreasing the brand's carbon footprint. "Bamboo helps in both water preservation and sustaining the forests, and John Hardy is doing its part on that front," he explains, adding that 800,000 bamboo trees have been planted in the Wear Bamboo, Plant Bamboo project. The company also contributes to

community programs, such as the Job for Life initiative that offers apprenticeships to children and young adults at a local orphanage in Bali to develop skills for professional use after graduation from high school.

Built in 1996, the eco-friendly John Hardy compound — its production center — is surrounded by bamboo forests and palm trees, and comprises a series of low impact and sustainable buildings in traditional Balinese style constructed of bamboo and mud, with steps made from banyan tree roots. The compound has two streams running through it, heirloom rice fields, and an organic farm, which supplies the kitchen, where a five-star chef provides daily meals for employees and guests.

The brand's design team is headed by creative director Guy Bedarida, whose experience includes many years at Parisian design houses. Inspired by Nature, Asia's ancient arts, and travel, Bedarida blends ancient Balinese craftsmanship with modern European elegance to create original and artistic collections.



Naga Lava teardrop earrings with black sapphires in silver and 18K yellow gold \$1,100



Batu Dot Morocco ring with diamonds in silver and 18K yellow gold \$2,150



Batu Dot Morocco ring with blue topaz in silver and 18K yellow gold \$1,295



Large Classic square bracelet in silver \$1,195



Continuing its inspiration from traditional weaving, the handmade John Hardy Classic Chain collection incorporates the Timeless Knot, a symbol of eternal life, nature and love.

The new John Hardy Fall 2013 collection takes tribal inspiration from the exotic island of Kalimantan (Borneo). Swirls of color and bold design reflect Kalimantan's mix of cultures and the tribes' strong belief in the mystical powers of nature. Continuing its inspiration from traditional weaving, the handmade John Hardy Classic Chain collection incorporates the Timeless Knot, a symbol of eternal life, nature and love. The Dot collection—based on the Dot motif found in traditional Balinese culture — has been modernized by playing with size and proportion. The Palu line is inspired by the goddess of the sun and moon. Hand hammered by Balinese artisans, Palu's gold discs shimmer like rays of light on the ocean.

Bedeg has been revisited with an updated design element incorporating a rhythmic pattern of silver beads, inspired by the handiwork found in Borneo. The fine Ata basket-weaving technique from East Bali comes to life in organic cuffs and bangles adorned with silver Bedeg accents and lava stones. The new Naga selections feature a dragon motif in daring designs, paired with the bold braided chain, along with hand-cut crystals, micro-pavé diamonds, and touches of ruby.

New designs and texture evoke the world of John Hardy for men. This season features the new Poleng motif, introducing the contrast of oxidized spheres with high-shine sil-

ver, and a stylization of the figurative Naga in a bold chiseled form. The addition of the intricate braided shape and strong leather complete the masculine message.

John Hardy revisits the enduring versatility of bamboo in unexpected combinations. Strong statement pieces in champagne citrines with bold silver accents bring new silhouettes to the signature collection. The purchase of each piece supports the Wear Bamboo, Plant Bamboo initiative to restore Bali's natural bamboo forests, helping John Hardy to go greener every day.

Lava cuff with black sapphires in silver \$1,995



Batu Dot Morocco chandelier earrings with black sapphires in silver and 18K yellow gold \$1,495



Naga dragon ring with ruby eyes and red sapphires in 18k yellow gold and silver \$795





Bracelet \$8,310

Ring \$3,885

Earrings \$3,450

# Via Vianna

With the colorful landscape, culture and people of Brazil as its muse, Vianna Brasil jewelry translates the essence of this captivating country in an array of gemstones native to the land.

All shown in 18K white gold with navy blue quartz, amethyst, diamonds. Available in other color combinations.

## color

Color is the centerpiece of Vianna Brasil designs, including a spectrum of tourmaline, topaz, beryl and quartz gems. Combining traditional cuts with exclusively designed fancy cuts is signature to the brand. Organic lines intertwine with geometric shapes and unexpected color combinations in gem-set designs capturing a lifestyle that is both casual and sophisticated.

The world's desire for Brazilian gemstones dates back to the 18th century, when Brazil was a colony of Portugal. While searching for ways to explore the land, gold and an array of exotic gemstones were found. These gems quickly made their way into the crown jewels, and still entice women and men today.

Promoting Brazilian gemstones and Brazilian creative design and craftsmanship, Vianna Brasil is based where most of the country's gold and gemstones are found, in Minas Gerais. Portuguese for "General Mines," it is the state that the Vianna family started, four generations ago. Vianna Brasil is the most specialized manufacturer in Brazil of fine jewelry with color gemstones.

From mine to market, Vianna Brasil colors our world with the most exquisite designs in new collections launched every year, including limited-edition series like its Lux Collection one-of-

a-kind couture jewels set with magnificent Paraiba tourmaline, aquamarine, indicolite and tanzanite.

"In our latest collections, we drew inspiration from the Brazilian modern art scene, using the vivid colors of the gemstones to enrich sensations," says Karla Antunes, Vianna Brasil's creative and marketing director. "Every piece carries a contemporary, seductive flavor of the Brazilian lifestyle." To illustrate her point, she cites Vianna Brasil's Gávea Collection, inspired by paragliders that soar over the beaches of Rio de Janeiro. "Our designs express what we call Ginga, an almost indefinable, mystical quality of movement and attitude, possessed only by Brazilians and evident in everything we do."

Vianna Brasil, which exports to 80 countries, is expanding its international brand throughout the world. "Through the years, we've been preparing ourselves to fly even higher, and 2013 is the year we're spreading our wings with the launch of new and innovative collections that inspire each person wearing our jewelry," says Ricardo Vianna, president and CEO. "We have a story to tell, and we're bringing it to new markets around the world."





**THE COLORS  
OF BRAZIL**



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# communicating color

From the lush green shades of a forest to the brilliant hues of a gemstone, color is all around us. A review of Pantone's top colors of the year.

Color has its own unique language, with its own vocabulary. And like words, color emits emotional energy. The meanings of colors vary widely, symbolically and emotionally, from culture to culture and from person to person. The colors we choose to surround ourselves in our environment play a huge role in how we feel.

Jewelry designers have also taken note of the importance of color, as indicated by the advice from Kendra Scott. "Color can be used to express style, no matter your preferences. One of the best and most affordable ways to do that is through accessories. Rather than buying clothing in every trending color for the season, invest in jewelry, shoes, handbags and other accessories that you can pair with your staples. This helps to stretch your wardrobe and keeps it timeless." She adds that you can add a splash of color in jewelry to emphasize neutral looks and that pairing opposites on the color wheel such as orange and blue or green and pink creates a bold look.

Pink amethyst, amethyst, prasiolite and diamond pendant in 18K yellow gold by VIANNA BRASIL \$4,485



Pink amethyst, amethyst, prasiolite and diamond earrings in 18K yellow gold by VIANNA BRASIL \$5,580

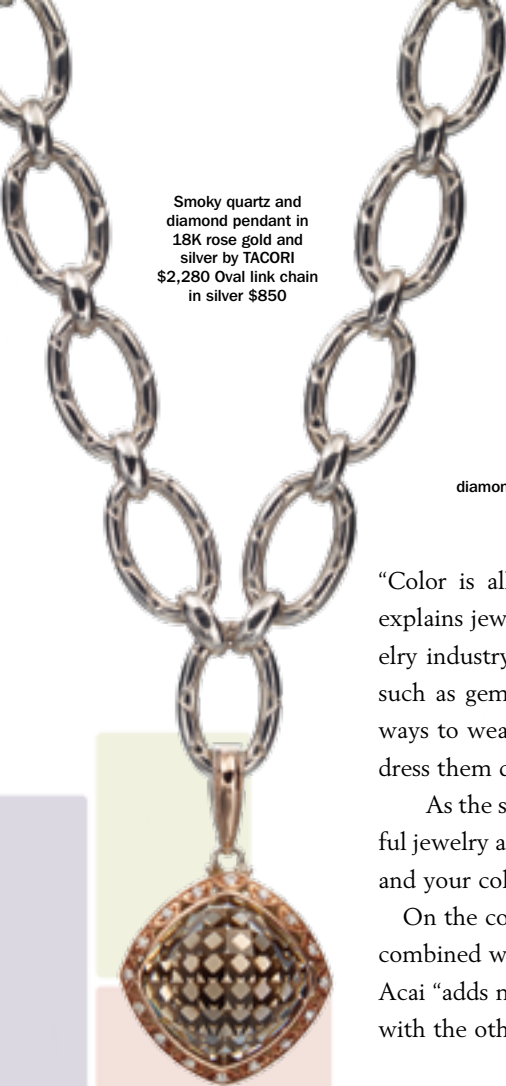




todd reed  
since 1992



*Raw Elegance*



Smoky quartz and diamond pendant in 18K rose gold and silver by TACORI \$2,280 Oval link chain in silver \$850



Citrine, orange cornelian and diamond earrings in 18K yellow gold by VIANNA BRASIL \$2,735



Pendant with blue sapphires and diamonds in 18K white gold on chain with black rhodium finish and briolette black diamonds by SUTRA Pendant \$7,535 Chain \$1,000

“Color is all around us. It creates a vivid picture of expression without words,” explains jewelry designer Sweta Jain of Goshwara. “A shift has happened in the jewelry industry. The classic look of diamonds may be forever, but colorful accessories such as gemstone jewelry bring a certain life to style. There are no right or wrong ways to wear gemstone jewelry. You can easily dress your gemstones up or you can dress them down.”

As the saying goes, the whole is worth more than the sum of its parts. With colorful jewelry as an accent to your fashion, you are communicating both your personality and your color.

On the cooler side, Mykonos Blue is a bold, meditative blue, which can be combined with Linden Green for a classic and relaxed fall look. The exotic Acai “adds mystery and richness to the palette, and can be incorporated with the other colors to create a number of powerful fall combinations.”

smoky quartz  
samba  
mykonos  
blue  
acai



Blue rough sapphire, blue sapphire and brown rose cut diamond earrings in 18K yellow gold by SUTRA \$12,125



Blue topaz and diamond ring in 18K white gold by MAZZARESE \$7,820



Smoky quartz and diamond ring in 18K rose gold by MAZZARESE \$6,550



Smoky quartz bracelet in silver and 18K yellow gold by TACORI \$2,220



When it comes to fashion and jewelry, color is very important. And, the foremost authority on color is Pantone, which celebrates its 50th anniversary this year, and the 20th year of surveying fashion designers to bring us the season's most important color trends. On these pages, we take a look at the results for fall 2013 fashion with sketches by designers, as well as jewelry that takes its cues from these fashionable tones.

For next season, the *Pantone Fashion Color Report Fall 2013* indicates that fashion designers will "express the many moods of Fall with skillfully arranged collections that will enhance and enliven customers' outlooks as the colder months set in. Similarly, colors come together to create moods that range from sophisticated and structured to lively and vivid, encapsulating our inherent need for wardrobe variety to reflect emotions that run from thoughtfully introspective to irrepressibly elated."

# emerald



Pendant with white quartz over green agate and diamonds in 18K white gold by MAZZARESE Pendant \$2,475



Emerald and diamond pendant in 18K white and yellow gold with chain by MAZZARESE \$22,450



Drop earrings with white quartz over green agate and diamonds in 18K white gold by MAZZARESE \$3,930



Earrings with diamonds, rose cut emeralds and brown diamonds in 18K white gold with black rhodium finish by SUTRA \$11,565



Ring with white quartz over green agate with diamonds in 18K white gold by MAZZARESE \$4,545



Emerald and diamond ring in 18K white and yellow gold by MAZZARESE \$23,500



# More in Italy's Wine Country



If there's a knock against travel to Italy, at least during prime wedding season, it's the crowds of its most popular honeymoon spots. Tossing a euro in Rome's Trevi Fountain turns to sport when you have to muscle past the tour bus throngs. And waiting for a gondola on the Grand Canal in Venice? Think Disney during school break.

You will not find the crowds in the Piedmont wine region of northwest Italy known as the Langhe, despite its surprising accessibility. Set your GPS and you can be in Monte Carlo or Milan in less than two hours.





*Serena garbo*



Curved case, 36 mm, in stainless steel & 18-karat 5N rose gold, set with 180 diamonds, Top Wesselton (2.02 carats). Curved dial in white natural mother-of-pearl, *guilloché*. Three-row bracelet in stainless steel & 18-karat 5N rose gold, passing through the case. Curved sapphire crystal, scratch-resistant with anti-reflective treatment.  
SWISS MADE

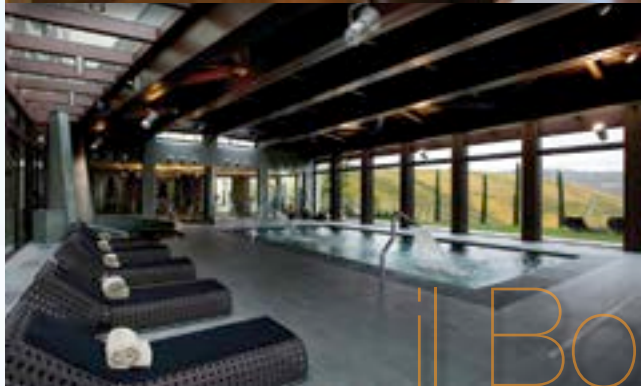


# BERTOLUCCI

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The Langhe is castle country; more than a half-dozen are within an easy drive or vigorous mountain bike ride. Every hairpin turn on a vineyard-covered foothill rewards you with a view of another stone tower, the Alps in the distance. The skyline hasn't changed much in centuries.

So why is the Langhe a secret? For one thing, it's been overlooked by honeymooners because of its lack of luxury accommodations. The area is flecked with decent enough hotels, pensions, guest houses, and farm house lodgings known as *agriturismi*, but, until recently, no five-star properties. That changed in 2009 when one of the region's leading wine producers, Beni di Batasiolo, built the plush il Boscareto Resort and Spa smack in the middle of one of its most beautiful vineyards.

Cue the masseuse. Il Boscareto's bi-level treatment suites and fitness center include one of the sexiest indoor-outdoor pools north of Tuscany. Intimate lounge areas line the resort's perimeter, overlooking the grapes that will eventually make their way into wine glasses around the world. Il Boscareto does not have the patina of its ancient surroundings; architecturally it's a kind of modern interpretation of a Piedmontese castle, but its roots run deep. It is a resort run by one family whose lineage goes back centuries. There's no multinational corporation operating it from a distant headquarters.

As a destination resort, Il Boscareto tempts you to stay put. But why when you can daytrip to towns of Roman ruins, Renaissance frescoes, and little cafés on narrow alleyways that are yours alone. No reservations required. In her book *In Love in Italy*, author Monica Lerner asserts, "If you love the wine country, this is paradise."

# il Boscareto Resort





About those wines: It is at the heart of understanding the land of Barolo, Barbaresco, Barbera, Dolcetto, and Moscato. Wine is its industry and its essence. It even has its own origin myth, albeit a bit tongue in cheek. At the Wine Museum in Barolo (next door to the Corkscrew Museum), a Garden of Eden tableau portrays Eve tempting Adam with a cluster of grapes. And when the locals aren't talking wine, they're talking truffles — the fungus, not the chocolate. It's part of a cultural reverence for the riches that come from the ground. These earthy objects of desire were once considered the food of the gods for their aphrodisiac powers. These days, they're the food of the One Percenters, easily fetching \$1,000 a pound. They're sniffed out by well-trained mutts in nearby woods and famously feted every fall at the National White Truffle Fair in the town of Alba. The climax of the fair is the white truffle auction, simulcast by satellite to deep-pocketed gourmands around the globe. It's the closest thing this region gets to a red carpet event. Last year, an American nabbed the grand prize, a white truffle weighing in at 2.76 pounds. His winning bid: 98,000 euros.



This is the quiet corner of Italy. For glitz, head west to Monte Carlo and Cannes. For exquisite mayhem, go south to Rome. But to find out how a glass of Barolo, a plate of truffle risotto, and a chorus of cicadas can shake you like a thunderclap, stay right here.





Roulette wheel cufflinks in enamel and silver by DEAKIN & FRANCIS \$540



Race car cufflinks in red enamel and silver by DEAKIN & FRANCIS \$615



Spider cufflinks with pink sapphire eyes and black, brown and colorless diamonds in 18K white gold with black rhodium finish by MAZZARESE \$11,700



Golf bag cufflinks in blue enamel and silver by DEAKIN & FRANCIS \$500

*Modern or traditional, men's jewelry is more important than ever.*

# cuff links to karma beads

In recent years, there's been much talk about how men accessorize themselves. Traditional men's accessories, such as ties and cufflinks, disappeared for awhile when men opened their collars, rolled up their sleeves and experimented with edgy rocker styles, or even hip-hop influences.

However, men found other accessories. The wrist is no longer the place just for a watch, but maybe a link or even wrap bracelet. The open collar became the ideal venue to show off a metal collar necklace. Recently, men have been inspired by Eastern principals, donning Karma bead bracelets.

Lately, traditional Wall Street and Madison Avenue styles have reemerged for a new generation, due in no small part to the success of TV dramas such as *Mad Men*, and *Downtown Abbey*.

The Great Recession was a big bump in the road, not just for spending but for propelling new styles, too. "There's an interesting dichotomy going on in men's fashions right now," says Marshal Cohen, chief industry analyst at The NPD Group, a leading consumer research firm that tracks what consumers are buying (or intend to buy.) "Young men are dressing up more," he says.

For instance, for the 12 months ended in May, NPD found that suit sales were up nearly 20%. Even more interesting, sales of suit separates were up an astounding 27.3%, far outpacing other types of men's apparel. "But while men may be buying more tailored

types of clothing again, they aren't wearing the look head to toe like they did a generation ago," Cohen says. Instead they're mixing it up, using more casual jewelry and accessories — wearing a pendant rather than a tie, or finishing off with a brightly colored pair of socks. Yet they are still donning French cuff shirts and cufflinks along with their new bowties.

Oval link bracelet with black diamonds in oxidized silver by TODD REED \$3,010







# Alpina

GENEVE

STARTIMER CHRONOGRAPH  
Professional pilot watch

- 1/10 seconds chronograph
- Big date
- Add and split functions
- Scratch-resistant sapphire crystal
- Screw-in crown
- 100m (300ft) water-resistant

Mille Miglia Racing cufflinks in stainless steel and rubber by CHOPARD \$920



Batu Bedeg bracelet with hematite beads in silver by JOHN HARDY \$225



Mille Miglia Racing bracelet in stainless steel and rubber by CHOPARD \$535



Mille Miglia Racing ballpoint pen in stainless steel and rubber by CHOPARD \$555



According to Cohen “There is also a big influence coming from Europe and Asia, where men have long carried bags. Now even American men need them because their clothing is constructed to be tighter to the body and nobody wants bulging pockets.” And as bags and leather goods become more of a status symbol, details like jewelry also become more important, Cohen says. “As much as men like to fit in with the boys, they also want to set themselves apart.” Hence, they look for details like an interesting signet ring, a pocket square or even a tie bar — another retro detail that has returned to favor.

Fortunately, there are more varieties of men’s jewelry to accommodate these diverse interests and trends, including the following:

- Smaller often makes a bigger statement, especially when diamonds and precious gems are used.
- Monograms, initials and personal messages on the front (or reverse) of pendants, bracelets and rings.
- “Right hand” rings for men: interesting sculptured or textured rings.
- Wrist Action: bracelets continue to be a look popular no matter what the clothing: beaded, stretch bracelets, links, leather and metal bracelets, often worn layered. Wrap bracelets are also key.
- Animal instincts: designs based on dragons, snakes, lions, eagles and horses.
- Rough riders: one-of-a-kind gems, often in their natural states.
- Cufflinks can be retro serious (think Don Draper) or more whimsical versions that bring a smile to even the most cantankerous of characters.

“The Millennials may be more interested in the image their jewelry and accessories project,” Cohen notes. “The middle generation — the Baby Boomers — are more interested in status and investment.”

Black diamond band with black patina finish in palladium and silver by TODD REED \$1,650



Eternity band with double row of raw diamond cubes in silver and 18K yellow gold by TODD REED \$4,400



# RAYMOND WEIL

GENEVE



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**WHY  
SAVE  
THE  
MUSIC**  
foundation



*In Medieval times  
the engagement  
rings of the  
masses were plain  
bands much like  
many wedding  
rings are today.*

# the history of Engagement Rings

Today most engagement rings symbolize a couple's commitment to each other and their dedication to their future life together, but the tradition has not always been a promise of love. Initially they were given as a sign of ownership — often as part of a woman's dowry — and demonstrated the wealth and influence attributed to the woman's fiancé. The pre-marital giving and receiving of rings is a relatively recent trend, but one which has become popular amongst many cultures and is now the fashion worldwide.

It was the Ancient Grecians who first exchanged betrothal rings to signify romantic attachment, but some believe the tradition originated in Ancient Egypt where knots of hair and leather were woven into circles. Later examples of Ancient Egyptian rings became much more intricate, but were still limited in design and metal rings were reserved for wealthier couples. Tombs in Egypt have been uncovered which depict engagement bands set with gemstones, but even they would have been relatively crudely made because the technology was then not advanced enough to create a smooth metal band.

Others consider Turkish puzzle rings to be the dawn of the practice, though like many Roman betrothal rings they were not symbols of a loving bond, but were considered more important for counteracting infidelity and illustrating ownership. When more ornate Roman rings were presented, it was as a sign that the woman's fiancé trusted her with access to his wealth and possessions, and as a sign of her hierarchical status within his social circle. Engagement was latterly deemed a legal promise, sealed not with a kiss but with a precious ring, which protected her from having her position usurped by a mistress or rival.

In Colonial America thimbles, gloves and other gifts were given in place of jewelry to symbolize a betrothal. Quakers believed jewelry to hold no moral value and as such considered it worthless and meretricious, even for an engagement. Despite this, when young Puritan women were gifted a thimble by their fiancé to help them sew garments for their dowry, they would often remove the bowl and wear the base as a ring once they were married. After the ceremony the thimble was regarded as having served its useful purpose, so refashioning it was an acceptable way of continuing to appreciate the gift.

All shown in platinum. Designed exclusively by MAZZARESE







# BEZ AMBAR

Blaze® Cut Diamond

1. Ring of fire® with Blaze® cut and a round center
2. Ring of fire® earrings with Blaze® cut and a rounds.
3. Ring of fire® earrings with black Blaze® cut and rounds.
4. Palomita ring with a two carat Quadrillion diamond.
5. Ring of fire® with Blaze® cut, pave and a cushion center.
6. Frame of fire™ with Blaze® cut and a radiant center.
7. Ring of Light™ with Blaze® cut and a round center.
8. Cushlight™ earrings with Blaze® cut and radiants.
9. Cushlight™ earrings with black Blaze® cut and radiants.



Engagement rings in 18K white gold with diamonds by DEMARCO

In 860 AD Pope Nicholas I decreed that gold rings should be used for marriage and engagement, because they validated the financial commitment being made by the man to the woman. This doctrine was echoed again by Pope Innocent III in the 12th century, but these metals did not become attainable for the masses until much later. In the 14th and 15th centuries the upper classes occasionally had gold or silver bands set with semi-precious gemstones, and the lower classes still swapped simple copper or iron rings.

Platinum has only been fashioned into jewelry throughout the last two-hundred years, and though its exclusivity has always been highly valued, it is still not an affordable setting for many couples. During World War II platinum was prohibited for use in jewelry in the United States — even in engagement rings — due to its necessity for manufacturing munitions. During that period white gold was created to simulate the crisp elegance of platinum, and remains a popular choice for brides-to-be looking for hard-wearing, contemporary engagement rings.

The type of expensive gemstone ring we think of as an engagement ring now was initially reserved solely for the upper classes. Indeed, the first known example of an exclusive gem-set engagement ring was presented by royalty at the imperial court of Vienna. It was there in 1477 that Mary of Burgundy received a diamond betrothal ring from Archduke Maximilian of Austria. It was not until the 1800s that engagement rings became more common amongst less affluent couples, and even then was not until the 20th century that diamond rings became the accepted standard to accompany a proposal in Western culture. It was then that deposits of diamond rough (the crystalline material faceted diamonds are cut from) were discovered in African mines, leading diamonds to have a greater and more affordable presence on the gemstone market. This availability led jewelers to create more intricate and diverse designs in which to set their diamonds, which in turn increased their demand and appeal in engagement jewelry.

Throughout history engagement rings have announced the union between young lovers. Today as much as ever they serve as a declaration of the love, fidelity and enduring passion between two people who hope to spend their lives honoring that bond.







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Drop pendant with round diamonds in 18K white gold with double chain by MAZZARESE \$12,600

White pearl seed, black onyx and diamond tassel pendant in 18K white gold on black satin rope by IVANKA TRUMP \$7,900

Nicole Kidman at 2013 Golden Globes. Photo Credit HFPA (Hollywood Foreign Press Association)



# HOLLYWOOD'S reach

Unless you've been living under a rock (instead of wearing one), you know that glamor is back in a big way in accessorizing, inspired by early 20th century period films like *The Great Gatsby*, *Anna Karenina* and *Downton Abbey*.

Think layers of pearls, diamond cluster earrings, big pearl drops and multi-strand diamond necklaces with flower patterns; sautoirs, long chains, pins, beads, bows, and buckles; fringes, sequins, feathers, geometric patterns, black and white color blocks, and hair accessories.



Eleven row diamond bracelet in 18K white gold by MAZZARESE \$275,000





ETHO MARIA  
HAUTE JOAILLERIE

For jewelers, the Art Deco period is easy to revisit because of the simplicity and cleanness of the design. But it's not just the early 20th century, it's the century as a whole that Hollywood is inspiring interest in, says Michael O'Connor, jewelry stylist and host of Reelz Channel's *MovieStyle with Michael O'Connor*. "It's a century in retrospect as to what's trending, capturing eras when people wore jewelry for statement purposes and to complete an outfit."

If you're tracking fashion media, you know there is a growing love affair with matched jewelry sets in photo layouts — the perfect accessories to ladylike styles inspired by the '50s and '60s according to image consultant Cynthia Sliwa, co-author of *Jewelry Savvy: The Ultimate Guide to the Selection, Care & Creative Recycling of Jewelry*. "It's a high-end way to dress."

A segment of viewers, O'Connor says, pine for the *Twilight* series and TV shows like *Once Upon a Time*, fueling interest for fantasy inspired jewelry, dark, amulet styles with gem cabochons, diamond slices and blackened metals.



Taylor Swift at 2013 Golden Globes. Photo Courtesy of PGI (Platinum Guild International)



Blue topaz and diamond earrings in 18K rose gold and silver by ETHO MARIA \$9,875



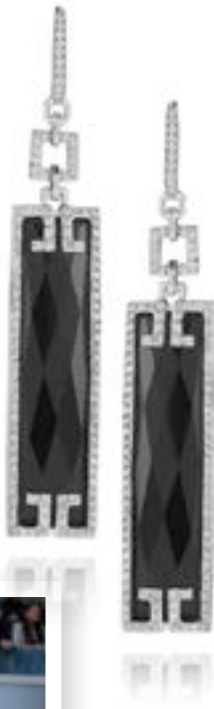
Safari pendant with diamonds in 18K rose gold on white gold double chain by BERGIO \$6,295



Wide Lattice Cuff in sterling silver with black spinel and black rhodium by JUDEFRANCES \$1,990



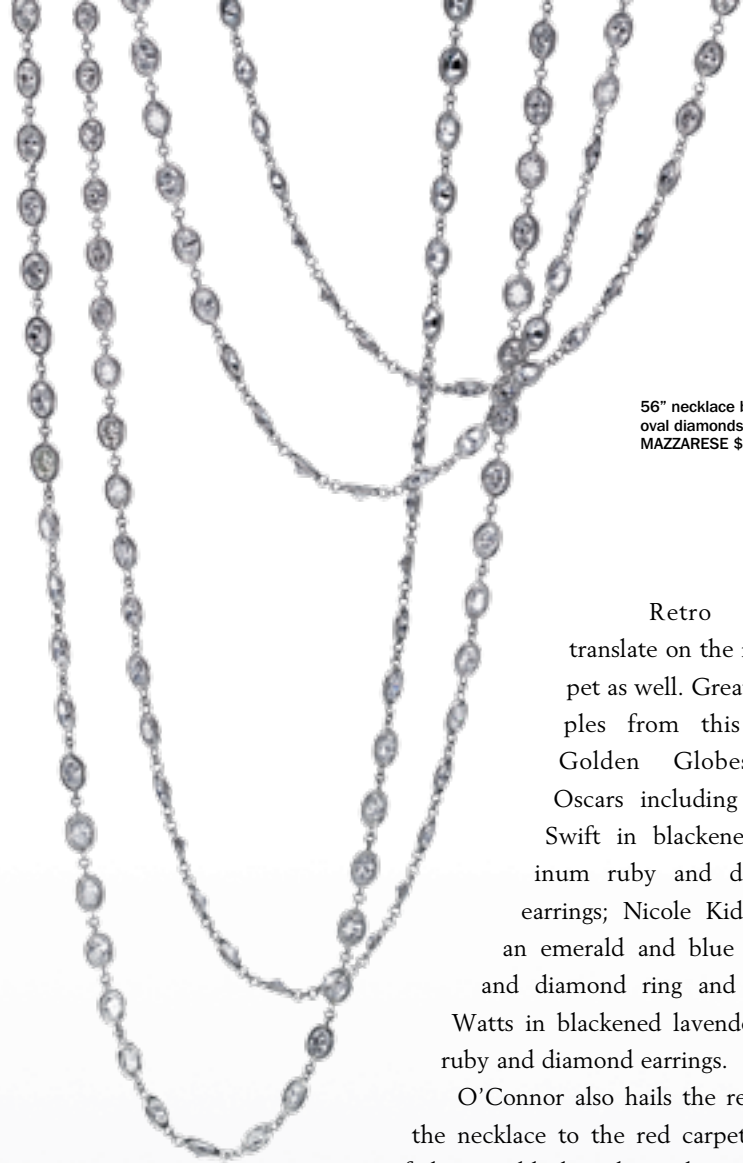
Patras earrings with black onyx and diamonds in 18K white gold by IVANKA TRUMP \$4,900



Jennifer Hudson at the 2013 Academy Awards in luscious opal and blackened gold earrings by Sutra. Photo Credit: Academy of Motion Picture Arts and Sciences (AMPAS)



Naomi Watts at 2013 Golden Globes. Photo Credit HFPA (Hollywood Foreign Press Association)



56" necklace bezel set with oval diamonds in platinum by MAZZARESE \$145,000

Diamond bracelet in 18K white gold by MAZZARESE \$87,500



Retro trends translate on the red carpet as well. Great examples from this year's Golden Globes and Oscars including Taylor Swift in blackened platinum ruby and diamond earrings; Nicole Kidman in an emerald and blue enamel and diamond ring and Naomi Watts in blackened lavender jade, ruby and diamond earrings.

O'Connor also hails the return of the necklace to the red carpet, many of them in blackened metal, an antique look. He advocates diamonds-by-the-yard, a must-have that works with any gem or pearl on a long chain, and can be worn down the front or back and layered. Another trend topper is the tassel, as it works in diamonds, gems and pearls, and looks perfect in earrings or dangling from a long chain.

The most important takeaway when deciding what to wear for any occasion, O'Connor says, is that you pick designs you feel good in, because when you do, you project confidence — the key to true red carpet style!

# CARL F. Bucherer



The Carl F. Bucherer Patravi Traveltec FourX GMT Chronograph in 18K rose gold with ceramic, carbon fiber and rubber. Limited to 125 pieces worldwide \$52,900

In 1888, Carl Friedrich Bucherer opened a jewelry and watch shop in Lucerne, Switzerland, and his name rapidly became synonymous with quality and originality. His two sons followed him into the profession: one learned to become a watchmaker while the other trained as a goldsmith. The combination of these two artistic skills is reflected in the brand's watches, which are truly pieces of jewelry. So popular was this brand's watches that they were eventually sold in other stores as well, and today, Carl F. Bucherer is a global watch brand, sold by fine retailers around the world.

Carl F. Bucherer is one of the world's heritage watch brands, celebrating its 125th anniversary this year.



*Technological highlights of Carl F. Bucherer watches include stylish men's dress watches in the 1950s and 1960s. Elegance and functionality were combined in the sophisticated design of these timepieces.*

With their symmetrically arranged counters, Bucherer chronographs were truly eye-catching. For ladies, watches were created that were simultaneously items of jewelry, with dials hidden behind covers in the shape of blooming flowers. Splendid watches were created from fine materials and decorated with filigree elements. A technological highlight of the 1970s was the "Archimedes" which included combined a world time mechanism, this diver's watch was very much ahead of its time. Bucherer was also investing a great deal of energy and know-how in the development of the legendary Beta 21 quartz movement. In 1970, the first ever Swiss quartz watch bore the Bucherer name on its dial. Made of stainless steel, its glowing orange index marks were very much in the fashion of the time. The gold watches that were typical of that decade also formed part of the Bucherer collections. For its 100-year jubilee in 1988, the watchmakers at Bucherer designed a pocket-watch, very much in the style of the year in which the company was founded.

Bucherer also has a long history of ladies' watches. In 1919, the brand launched an Art-Deco-inspired ladies' collection. Carl Friedrich Bucherer was one of the first to focus on the wristwatch, still very much an innovation at the time. Whether set with jewels or presented in an octagonal case, these Art Deco watches were soon to conquer the world of ladies' wristwatches. Dazzling ladies' watches were also a dominant feature of the 1920s. One masterpiece was a platinum watch with a case and bracelet set with 170 diamonds. During the 1930s, watches in unusual shapes became increasingly fashionable. The silver brooch watch in the form of a horse-drawn carriage was set with marcasite. The door of the carriage opened to reveal the watch, which had its numeral 12 set at the bottom so that the time could be more easily read. Delicate ladies' watches with leather straps also became legendary. The often slender case was made of gold, and the dial was mostly decorated in typical contemporary style.

Over the course of time, Carl F. Bucherer watches have become increasingly complex: multiple time zones and the complication of the perpetual calendar have been added to the chronographs and the moon phase indication. With perfect timing, to coincide with its 125th anniversary, the brand is launching four special models that combine tradition with contemporary design and the highest achievements of technology. In the Manero Power Reserve, the precise CFB A1011 manufacture movement is for the first time integrated into a Manero, which has a power reserve indication to show the wearer at all times how much energy remains in the watch. As a tribute to Carl Friedrich Bucherer, limited editions of the Manero MoonPhase and the Patravi TravelTec FourX have been created. For the ladies, the Alacria RoyalRose has been created, with a twining floral dial that seems to bring time itself into bloom.



Manero Power Reserve in stainless steel with crocodile strap \$11,000



Lady's Patravi AutoDate in stainless steel and 18K rose gold with diamonds \$11,200



Patravi TravelTec GMT Chronograph in stainless steel with hand stitched leather strap \$10,900

# watch trend report

## time for LADIES

The ladies' wristwatch is the ultimate luxury accessory: it can be decorative, functional, fashionable or formal — or any combination of the above — and epitomizes both old-world craftsmanship and modern technology. Great strides have been made in the past two years in the art of design, gemsetting, finishing and movement technology, all of which have made ladies' watches even more irresistible.

### Cocktail

"Big" has been one of the most important trends in ladies' watches in recent years, and large sizes are still popular, but we are seeing a move back toward small, feminine cocktail watches. The new scaled-down, dainty sizes are reminiscent of the petite watches worn by flappers in the 1920s and by the diamond-laded geometric styles of the Art Deco period.

Art Deco oval watch with diamonds in stainless steel by FREDERIQUE CONSTANT \$2,695



### Classic

A classic watch is the perfect daytime watch that looks as good at dinner as it does in the boardroom. A classic watch design should take you seamlessly from day to evening, with any outfit — it is neither too dressy nor too trendy, but stands the test of time.

Serena with diamonds in stainless steel by BERTOLUCCI \$8,950





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# time for MEN

The wristwatch is an essential accessory for men. The right timepiece can express personal style, perform a useful function, aid sportsmen in their pursuit of excellence and facilitate participation in favorite pastimes, including everything from yacht racing to mountain climbing. Advances in technology and design have made this an exciting year for new watch introductions.

## Classic

The classic wristwatch is as important as the right suit or pair of shoes. Classic styling is defined by a clean dial, subtle markers or Roman numerals, a slim profile and understated elegance.



Worldtime showing time in 24 different cities in stainless steel with alligator strap by FREDERIQUE CONSTANT \$3,825



Slimline Moonphase in stainless steel with alligator strap by FREDERIQUE CONSTANT \$3,550

## Sports

By definition, the sports watch has at least 50-meter water resistance, but many sports watches can plunge to depths beyond that. The most common technical feature of the modern sports watch is a chronograph function, which allows the timing of short intervals — essentially a stopwatch — and creates a sporty, casual look.



Mille Miglia Superfast chronograph in stainless steel with rubber strap by CHOPARD \$12,090



Startimer chronograph in stainless steel by ALPINA \$3,195



## Divers

A great dive watch not only serves a style function, it is essential equipment for adventurers who want to be sure to survive any plunge in the ocean. It should be water resistant to at least 100 meters. It should have a unidirectional rotating bezel so you can time your dive, as well as a screwdown crown and case-back, and heavily luminated hands and markers.



Patravi ScubaTec in stainless steel by CARL F. BUCHERER \$6,800

ProDiver Northern Hemisphere Moon and Tide in titanium. Includes titanium bracelet and rubber strap by ORIS \$3,600



Aquis in black PVD titanium with rubber strap by ORIS \$2,650

## Complications

From the chronograph to the moonphase indicator, a complication in timekeeping is anything other than hours, minutes and seconds. Many are sports related, such as the chronograph, which times short intervals. Others, such as the perpetual calendar, are outstanding feats of watchmaking, admired for their own sake.



Manero Perpetual Calendar in 18K rose gold with crocodile strap by CARL F. BUCHERER \$33,000

Manero RetroGrade in stainless steel by CARL F. BUCHERER \$7,300



Patravi ChronoDate in stainless steel by CARL F. BUCHERER \$6,900



# state-of-the-art GLAMOUR

## The top jewelry trends of 2013

### ORGANIC SHAPES

Rough gem cuts and lots of curves are a big part of today's jewelry designs, as a new informality takes its place among the classics. Pieces are wearable, casual and accessible, yet still precious and enduring. Because everything is rounded, this jewelry is also comfortable to wear.



Bracelet in 18K gold with citrine, cornelian and diamonds, from the Gavea collection, by VIANNA BRASIL \$20,470



Emerald and diamond pendant on necklace with briolette black diamonds in 18K white gold with black rhodium finish by SUTRA Pendant \$12,410 Necklace \$2,575

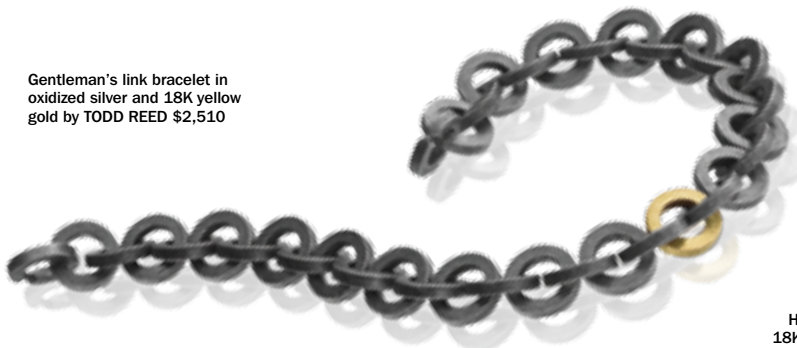
### CHAIN LINKS

A hot look in the 1980s, the large open link is back, only more luscious, bold and beautiful than ever. The links are often set with diamonds, for a glam look, and the gold is hand finished. The open style link offers a big look with less gold weight, which makes it more accessible than styles made with the emphasis on a more solid gold surface or link.

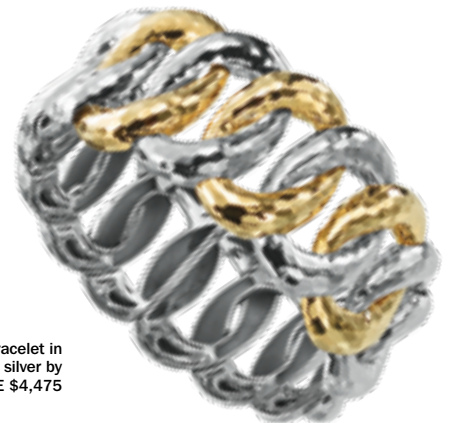
Bracelet with diamonds in 18K yellow and white gold by MAZZARESE \$16,750



Gentleman's link bracelet in oxidized silver and 18K yellow gold by TODD REED \$2,510



Hammered cuff bracelet in 18K yellow gold and silver by MAZZARESE \$4,475







# MICHELE

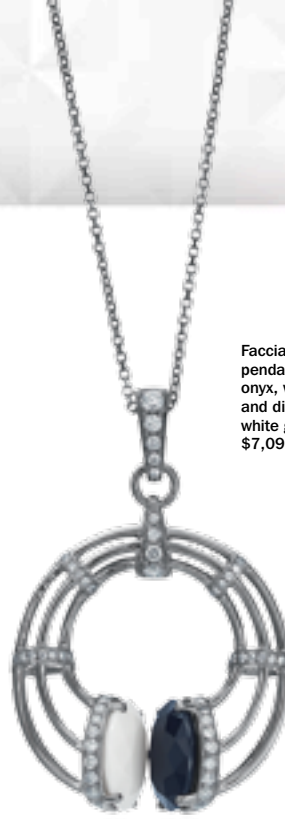




White and black diamond bracelet in 18K white gold with black rhodium finish by MAZZARESE \$38,600



Faccia a Faccia ring with black onyx, white kogolon and diamonds in 18K white gold by BERGIO \$5,250



Faccia a Faccia pendant with black onyx, white kogolon and diamonds in 18K white gold by BERGIO \$7,095



White and black diamond pendant in 18K white gold by MAZZARESE \$5,370

## BLACK AND WHITE AND WONDERFUL

Black is the new black, as the fashionistas say, and this color — along with white — has emerged as the hottest look in fine jewelry. Driven by the beauty of black diamonds, black spinel, enamels, black jade and onyx, the dark aesthetic in jewelry can be edgy, yet also glamorous, particularly when diamonds are added.



Cuff with white and black diamonds in 18K white gold with black rhodium finish by MAZZARESE \$15,225



White and black diamond drop earrings in 18K white gold by MAZZARESE \$10,065



Dangle earrings with diamonds in oxidized silver by TODD REED \$5,280



White and black diamond eternity bands by MAZZARESE starting at \$1,800



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Feather pendant with black and white diamonds in oxidized sterling silver by ZOE CHICCO \$880

Spike diamond pendant in oxidized silver by ZOE CHICCO \$305



Oblong earrings with diamonds in 14K yellow gold and silver by ZOE CHICCO \$550



Seed pearl and diamond earrings in 18K white gold by IVANKA TRUMP \$12,500

# TASSELS AND ART DECO (THE GATSBY LOOK)

The release of the new film version of “The Great Gatsby,” based on the novel by F. Scott Fitzgerald, has triggered a major return to the glamour and decadence of the roaring ’20s. Opulent tassel earrings, long swaying chains and sautoirs, are all back in style — great jewelry in honor of the Great American Novel.



Snake bracelet with brown diamonds in 18K rose gold by MAZZARESE \$19,000

Snake ring with brown diamonds in 18K rose gold by MAZZARESE \$5,950

# YEAR OF THE SSSNAKE

The sinuous serpent has long been one of the prized motifs in jewelry. Despite its slithery, original-sin reputation, it is magnificently adaptable to jewelry design. It lends itself to designs that twist and coil around the arm or finger, and it is alive with personality, mythology and symbolism.



Emerald ring with white and black diamonds in 18K white gold with black rhodium finish by SUTRA \$7,820



Ring with rose cut brown and black diamonds and white diamonds in 18K white gold with black rhodium finish by SUTRA \$9,750



## SLICED GEMS AND CABOCHONS

Most fine gems are faceted, just as diamonds are, but there is a growing trend toward polishing gems as simple smooth, unfaceted stones in round or off-round shapes. Others are sliced, revealing the beauty of the gem's interior. The look is casual, organic and highly original — a nice break from traditional faceted gems.

Ring with cabochon moonstone, diamonds and blue sapphires in 18K white gold by MAZZARESE \$5,520



## DROP EARRINGS

The earring is an important staple of any jewelry wardrobe, and in its most alluring form, it dangles and sways from the ear in a shimmer of colored gems, sparkling diamonds or hand-finished gold. Drop earrings, chandelier earrings and line earrings — a long chain with a gem or pearl at the end — are all examples of this glamorous trend.

Black onyx teardrop and diamond earrings in 18K white gold by IVANKA TRUMP \$14,000



Double drop diamond earrings in 18K white gold by MAZZARESE \$20,760



Earrings with brown, grey and black rose cut diamonds in 18K white gold with black rhodium finish by SUTRA \$17,820



ZEN



## and the art of diamond buying

You're celebrating a momentous occasion and decide that a diamond is the perfect way to symbolize that moment. It may be the first diamond you've ever purchased, or maybe you are upgrading to a larger diamond. You should be beaming with excitement, glowing with a smile so wide it hurts, but for some reason, you are anxious, sweaty and twitchy. This is an important and costly purchase. You want to get it right — no room for error. What do you know about buying a diamond? Who do you trust? What do you believe? You've decided to swim in the sea of information on the internet but now, armed with more information, you are either more confident or even more confused. Now what? I'm here to tell you to just stop...and just breathe. All will be right with the world if you take this simple piece of advice. Trust your own eye and heart.

I'd like to unlock some of the mystery of the diamond, debunk some myths and help you make an informed decision so that this eternal symbol of love, commitment and achievement isn't clouded by doubt and fear.

All will be right  
with the world  
if you take  
this simple  
piece of  
advice. Trust  
your own eye  
and heart.

Most people have heard of the 4 C's — Color, Cut, Clarity and Carat — but what do these words really mean and what's the most important? I'm going to avoid the text book descriptions and spell it out in layman's terms. The first thing you should know is that these things are, contrary to popular belief, measures of RARITY, not beauty. Just because something is deemed rare doesn't make it pleasing to everyone's eye. Color, for example, is the absence or presence of body color in a diamond. The scale that most people are familiar with starts with D (for diamond) and goes down the alphabet...D. E. F. G., etc. all the way to Z. There's an assumption that D is the best. No, D is the rarest. God made fewer D, E and F color diamonds than the other shades. It's also a range of shades. Have you ever tried to buy white paint only to realize how many shades of white there are? Studies have shown that when looking at diamonds without being prejudiced by the grading of a diamond, many people prefer a diamond with a little body color or a little warmth. Many beautiful and lively diamonds are actually in the H to K range.



The Cut of the diamond refers to the angles and proportions as well as the polish of the diamond. It is often called the make by those in the trade.



How a stone is “made” truly is what unleashes the fire and brilliance in the diamond. When a cutter is given a diamond to facet, he’s faced with a decision to either save weight or sacrifice the weight to achieve ideal or near ideal proportions. When a diamond loses precious carat weight for the sake of ideal proportions, the price of the diamond is usually higher for the finished product, even though it eventually ends up weighing less.

Clarity denotes what is going on inside and on the surface of the diamond. I like to make Clarity very easy. What does it look like with the naked eye? First, study it hard without any aid of magnification. Do you see any distinguishing characteristics that distract from the brilliance of the diamond? That’s the most important thing. After all, how often will you or your friends be magnifying your diamond? Then study it with magnification. A loop is what is commonly used at the sales counter. Think about your kitchen window. You can focus your eyes on the window to see the fingerprints and spots on the window, or you can look through the window to see who’s in the front yard. Do the same thing to the diamond. Look through the windows. Look to see if you see any identifying characteristics or what I call “birthmarks.” I never use the word flaws. They aren’t flaws. Sometimes it’s little white lines, sometimes it’s clouds. You might see little black spots. Did you know that those little black spots are called “included crystals” and if you magnified them they would reveal themselves as tiny diamonds or garnets trapped inside your diamond!? Two for One! The grading scale of Clarity refers more to how noticeable these characteristics are rather than how many are inside the diamond. Again, this is a rarity issue, however, if the diamond is too included, it will decrease the brilliance and beauty of a diamond.

All rings designed exclusively by MAZZARESE, shown in platinum

Carat is the unit of measurement for the weight of a diamond. It got its name from the Carob tree. The seeds of the carob tree were used on the balance scale because of their uniform size and weight.

What size is best? That's strictly a personal decision. For some, a larger stone is the dream and they might be willing to give up a little on color or clarity to stay on budget. To others, the color, cut and clarity trump size. There is no right answer.

Beyond the 4 C's, many other questions have come across our sales counters. One is about shape. What shape is the most expensive? The answer isn't so simple. In larger diamonds, all things being equal, the Round Brilliant is still the king. It's timeless. It's the most brilliant and in the highest demand. As fancy shapes such as the Princess, Emerald, Marquise and Pear float in and out of demand, prices, though stable, may fluctuate based on their popularity.

Another C is in regard to diamond grading reports, commonly called certs. This is actually an incorrect term, as they are not certifications but reports. There are a variety of diamond grading labs that produce these reports. AGS, GIA, GCAL, EGL, IDI, etc. These are used to give the consumer an independent opinion and description of the diamond. The important word here is opinion. Each gem lab, even though they might use a common alphabet, has a different language or set of standards for their reports. Not all reports are the same between companies. This can cause confusion not only to the consumer, but to the sales professional. To prove this point, we have sent the same stone to several labs only to get different opinions of color and clarity. This is why I stress to trust your own eye, not a piece of paper. I was once told that choosing a diamond by searching a pile of diamond reports was like choosing your fiancé from a stack of driver's licenses. Every diamond is unique. You have to see it and experience it.

There's another C that isn't mentioned very often. Confidence. Confidence in yourself. Confidence in your ability to recognize what you find beautiful. You don't need someone else to tell you what is beautiful. You need a jeweler that will help you by answering questions so you can make an informed decision, but ultimately, no one can tell you what your taste is or what your preferences should be. Just ask yourself these things: Do I love it? Does the diamond do what the diamond is supposed to do? Will I ultimately be thrilled with my decision? If so...then breathe.



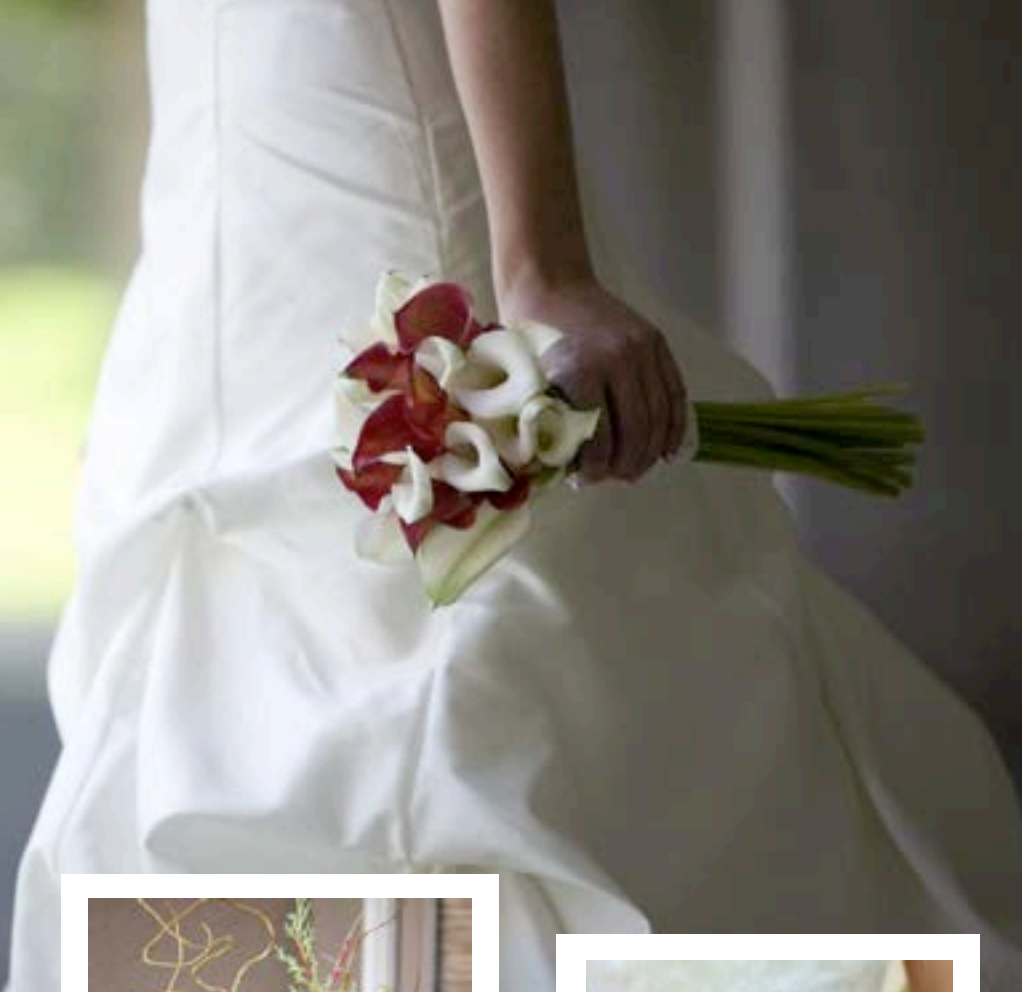
Five row diamond eternity band in 18K white gold by MAZZARESE \$18,625



Marquise and pavé diamond band in 18K white gold by MAZZARESE \$16,500







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