

Forbes

Nouvellebox Presents 20 Independent Jewelry Designers During Paris Fashion Week

Although “2021 may have been one of the best years in jewelry industry history,” Hildrow muses, “with small, luxury items like jewelry, there is no substitute for presenting collections in person to retailers, stylists and personal shoppers.” For example, he ventures, “How a design feels on the body. The way a gold ring looks in natural light. The weight of pendant earrings and the movement of tassels. Jewelry business people want and need to experience all of these firsthand,” Hildrow says, “so that they can best serve their customers.”

Hence the Nouvellebox showroom during Paris Fashion Week. “Valery Demure and I look forward to showcasing the independent visions of 20 NouvelleBox designers in late September and October,” Hildrow says. “After being just digital for a few years, it’s about time Nouvellebox morphed into physical form. Oh, and did I mention the free champagne we’ll be offering?” he asks with a laugh. “There are so many lovely social advantages afforded by showing designers to retailers in a physical space.”

For their first ever Paris presentation, NouvelleBox is showing the color-drenched adornments of Milan-based **Bea Bongiasca**. “Bea’s jewelry is so delightfully enticing that you wonder whether to eat it or wear it,” Hildrow observes. Regarding the refined designs of Beirut’s **Joanna Dahdah**, he says: “Joanna captures the multi-faceted beauty and culture of Lebanon in her elegant jewels.” While there are boldly expressive jewels by Greek-born **Danai Giannelli**, the super-stoned and sculptural chic adornments of Beirut-based **Nada Ghazal**, Hildrow maintains, “are sensual and organic works of art that feel great on the body.” Then there is the

intriguing first fine jewelry range from the **Royal Mint's 886** brand, designed by Creative Director Dominic Jones. “Established in 7th century England,” Hildrow explains, “the Royal Mint is producing artistic, gender-fluid jewelry with gold reclaimed from obsolete electronic devices. It’s a very cool collection, and some of the pieces in it are inscribed with poetic sayings.”



Beirut-based Nada Ghazal's distinctively sculpted jewels are variously formed in pure 18-karat gold ...

As Hildrow notes, “Jewelry often inspires the person who wears it with positive emotions and confidence. I believe,” he continues, that “the finest jewelry by independent designers does this while also enhancing the vision that others have of you, and hence their reactions to you. NouvelleBox,” he concludes, “is delighted to bring our artistically diverse universe of positive-powered jewelry to retailers.”



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I cover upmarket jewelry, timepieces & ethical, sustainable jewelry.