

Brazil



Expressions

A Supplement to JCK

Brazilian Jewelry

Expression of Life

Attitude, authenticity, movement and style are the keywords for the new Brazilian collections shown in the latest international shows. Beyond unique jewelry, these collections also offer new possibilities in building one's own individuality, in addition to providing surprising links to a non-linear world. All of this comes intertwined with happiness, the main characteristic of Brazil. Vinícius de Moraes, one of the creators of the Bossa Nova, once said: it is better to be happy than sad! Brazilian designers all seem to agree in their own individual way.

Brazilian jewelry is known for its assortment of styles and designs, but in spite of this diversity the recent collections all seem to have a common ground portraying happiness, lightness, and a carefree attitude on life. All these traits seem to bring a new concept of luxury in a world threatened by consumption and excessiveness.



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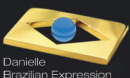
In each collection, the designers' interpretation of a non-linear world is notable. They are able to foresee the desires of the contemporary women. These women master their own destinies and lives, and will no longer rely on others when creating their own look. Brazilian creators assign new meaning to fashion information, expression, and attitude, all to suggest a new awareness capable of dusting off old traditions and re-editing classical themes to reintroduce them into consumer desires.

This nostalgia feeling does not derail Brazilian creators off the future. Brazilian future relates to reevaluating consumer habits, suggesting a new environmental-conscious approach, new attitudes. Out of these reflections, a new concept of jewelry is born. Jewelry in tune with a new understanding of life, incorporating alternative materials and affirming that attitude is more important than luxury. Concern with nature preservation and with responsible consumption is reflected in the choice of materials, and portrayed in the designs, which comes as no surprise when dealing with an exuberant country, with generous nature that has always been a reference and source of inspiration.



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photo: almir pastore



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VIANNA

Multi-cultural influence has always been present in all of the work of Brazilian creators. More than being a trend to the modern, globalized world, multi-culturalism has always been the registered trademark of the Brazilian people, who are particularly receptive and open-minded to different languages and information sources. In the cultural mixing pot in which Brazilian creators live, regional and universal facets, technology and crafts are entwined; there are modern-day references as well as allusions to a retro feeling. The result is the creation of jewelry with its own fresh, modern, creative identity.

From the point of view of trends, Brazil is presenting a diversified range of designs. This once again demonstrates the versatility of Brazilian creators, which goes from practical jewelry, to be used day or night, to more opulent jewelry, to make the dreams of every woman come true. Jewelry designed to please the romantic women or fashion diva.



GOLDESIGN



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Pieces full of movement are worth mentioning. They suggest the freedom of the contemporary women. Movement can be found in jewelry that changes shape, a playful metaphor suggesting the need for adjustment to a dynamic, ever-changing world.

Another highlight is textured pieces that appear in almost all the collections. Yellow gold is widely used followed by white and even pink gold. Gemstones are once again the main character in rings and pendants. These pieces are more extravagant than ever, suggesting a woman who, besides having power, has personality and style. Remarkably beautiful and differentiated cuts are the highlight in most of the collections, introducing design in the stone itself.



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From the point of view of colors, Brazilian designers are privileged to be in a country known as being one of largest producers and exporters of colored gemstones. These creators are now relying on differentiated cuts, which, along with diamonds, retrieve the tradition of sumptuous jewelry. The main colored gemstones used are topazes, aquamarines, Paraíba tourmalines and citrines, in addition to blues and earth-tone hues.

With their diversity of trends, color, and design, Brazilian creators intend to consolidate markets and open up new ones in the upcoming season of international shows. In 2008, the entire trade chain of gemstones, jewelry and precious metals of Brazil is expected to grow 12% reaching US\$1.5 billion in exports.



The colors of Brazil

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 MANOEL BERNARDES



PREZIOSE

Currently, Brazilian Jewellery is sold in over 40 different countries, mainly in the United States. Sales to the U.S. Market have increasingly risen in the past couple of years, reaching a 33% growth from last year in comparison to the previous year. Brazilian Jewellery can be found in the main international shows such as: JCK Las Vegas, BaselWorld, JA New York, Junwex, New Russian Style, JIS Miami, Jewellery Arabia, Abu Dhabi International Jewellery Show, Saudi International Jewellery Show.



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