

WEDNESDAY, APRIL 18, 2007

THE BASELWORLD DAILY NEWS

BASELWORLD | THE WATCH AND JEWELLERY SHOW | WHERE BUSINESS BEGINS AND TRENDS ARE CREATED | APRIL 12-19, 2007



Chronoswiss celebrates 25 years. Read why Chronoswiss chose the German city of Munich to be the location for their new factory.

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Mediterranean flair at BASELWORLD. The increased volumes of Italian jewellery contrast the Spanish comeback of Art Nouveau.

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Amber is back at BASELWORLD. Young people like the warm colour, the critical audience in Basel exclusively demands natural amber.

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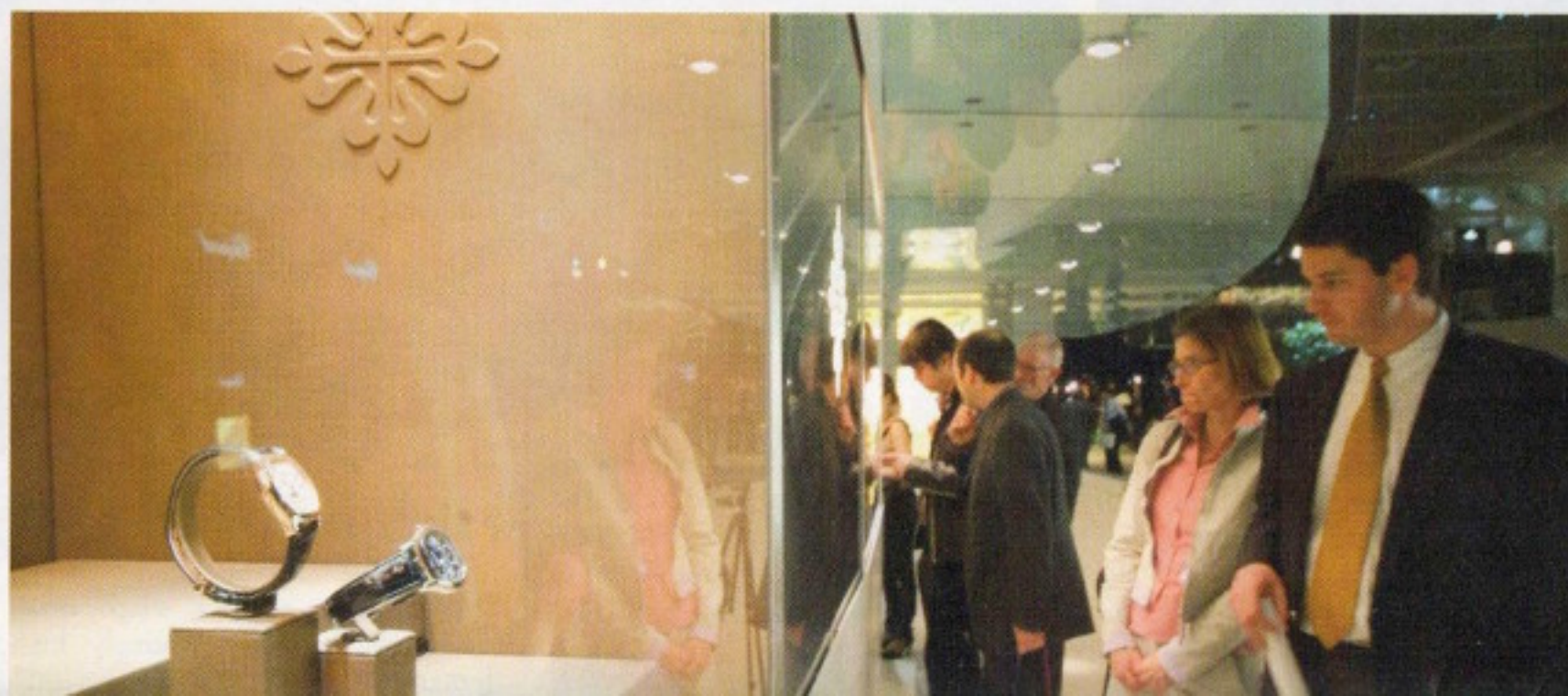
Pebbles and crochet lace: two innovative designers from Greece present couture jewellery and traditional craftsmanship.

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Record-breaking atmosphere

World trade show for watches and jewellery exceeds all expectations

In her opening speech, Sylvie Ritter, Show Director of BASELWORLD, said that she hoped the show would be just as successful for all those participating in this year's prestigious event as in previous years. But it wasn't – it was better, by a long way. Everywhere there is talk of hugely exceeded expectations, fantastic deals and the many exciting new contacts the exhibitors at this 35th BASELWORLD show have made over the last seven days. So it's happy faces all around, and this considering there is still one more day for business opportunities for the 2,109 exhibitors from 45 countries. "The trade show has gone brilliantly for us," says Armin Fehr, Sales Director for Xemex. "We've hardly had a chance



EDITORIAL

Meeting satisfied people is always a pleasure, and in the first few days of this BASELWORLD show I have met a very large number of people who were in exceedingly high spirits. The visitors were seriously impressed by the creations and innovations presented by our exhibitors. Animated discussions were under way at all the stands and in all the halls.



Greek design in Basel

Couture jewellery and traditional craftsmanship in Hall 2.0



Cristina Soubli presenting an oversized earring

Two Greek designers are among the guests at BASELWORLD this year with their unusual and very different collections. Athens-based Cristina Soubli has brought a spectacular couture collection with her to this year's BASELWORLD which was developed as part of a fashion show for the Greek designer label Loukia. Large earrings and giant gold rings, along with the silks used in the fashion collection, create colourful eye-catching pieces. "This jewellery isn't for everyone. You either love it or hate it," says Cristina Soubli of her customers' reactions. For those who prefer something less conspicuous, she has also brought a selection of

detailed and more refined work with her to Basel. Most of this jewellery is still, however, large and somewhat heavy. "I like the weight," she says, showing a 18 kt yellow gold ring set with a natural shaped pebble. "Lots of people collect pebbles but don't know what to do with them. I transform the most beautiful finds into a sumptuous setting". Katerina Ioannidis, who is presenting outside of Greece for the first time, demonstrates her conscious innovative use of the materials and techniques used in traditional goldsmithing in her work. Coming from the field of painting - Katerina studied Drawing at the School of Fine Arts at Aristotle University and at the Universita de Barcelona - she 'marries' her knowledge of the pictorial world and transforms it into jewellery. Gold, silver and stones - precious and semi-precious - are combined with everyday materials such as feathers, threads or textiles to produce pieces which, through design and skilled crafting, are produced with painstaking precision. "I come from a Fine Arts background, but I'm no goldsmith," says this Thessalonica-based artist of the techniques she uses to produce her collections. "I get an idea for jewellery and I sketch it. The precious metal elements are then produced by a goldsmith and, at the end, I put them together with other materials by hand to create the item of jewellery". (cete) ■ Hall 2.0 K 71 and K 77



Katerina Ioannidis is wearing a scarf-like necklace with pearls and lace

Egyptian influence

International design by Christoph Krähenmann



Typical ring from the Nile collection

Christoph Krähenmann has lived in Sudan for three years. Although it was the first three years of his life that he spent in this African land, it seems to have left a lasting impression on his designs. This Swiss goldsmith has been based for many years in Santa Barbara, California and is showing his Nile collection at BASELWORLD 2007. Stepping back thousands of years, Krähenmann merges Sudanese and Egyptian design elements into his sculptural pieces of jewellery. (cete) ■ Hall 2.0 J 66

Finest filigree work

Maya Jewels shows designs with the surprise factor. Maya Jewels is a name that is quickly becoming synonymous with the leaders in the fine jewellery arena. Designer Chhaya



Filigree design by Maya Jewels

Kapadia, creator of New York-based Maya Jewels, is receiving recognition as a promising designer and leading trendsetter. Chhaya Kapadia creates for clients who recognise, appreciate and insist on exclusive designs, exceptional gemstones and an inventive use of materials found in nature. She continuously travels to Asia, South America and other parts of the globe to source and hand select some of the world's finest gemstones. Her style is multifaceted, with designs that catch instant attention with their impeccable detail, unusual techniques and choices of materials. Much like couture fashion designers, there is always an element of 'surprise' to be found in her designs. (ahe) ■ Hall 2.1 L12