

Time to shine

Whether you are in the jewellery trade, or are drawn to glittering jewels and classic timepieces, Baselworld was the only place to be this March



From the 19-26 March the world's finest retailers, brands and global press descended on the town of Basel, Switzerland to attend the premier event, Baselworld. A calendar highlight for the luxury jewellery and watch sector, it is universally recognised as the must-attend event for anyone

who's anyone in the industry. And this year was no different; with 150,000 attendees flocking to the event from more than 100 countries, it proved to be a successful year once more. Thierry Stern, President of Patek Philippe found the show to be, "an excellent edition that was really successful in

terms of numbers and the interest in our products from retailers and the press". The media played a vital role this year, where a record number of 4,300 members were present and an impressive 3,000 watched a livestream of the opening press conference from across the world. This all-time record signified the growing interest in the show as well as its premier position in the industry. President of the Swiss Exhibitors' Committee, Francois Thiébaud reflected that the past eight days left

Above and left: Luxury jewellery and watch brands showcase their latest collections

Top: The show is a great place to network with leading industry buyers and the global press
Right: A Chanel Mademoiselle Privé collection watch



him convinced "that this year will be a positive one for the industry because everyone has continued to innovate, not just with creating products, but also with intensifying communication with the media and buyers". Meanwhile, Karl-Friedrich Scheufele, Co-President of Chopard, commented on the increasing importance of the media, observing that the event is "a major milestone in the year, allowing us to meet and work with all our major clients around the globe. Our press meetings are equally important and increasing every year".

The show is not only a great place for brands to showcase their latest innovations to the world's press, but also to the industry's leading buyers. More than 1,500 prestigious jewellery and watch brands were in attendance, as well as emerging designers hoping to get their creations snapped up by reputed buyers.

One brand that stood out from the crowds this year was the Russian jeweller Fabergé. For their 2015 collection, they explored the 'art of colour', pushing the boundaries of craftsmanship with colourful superlative gemstones. Their signature egg designs took the shape of delicate pendants and 'Emotion rings' encrusted with multi-coloured stones.

Meanwhile, established label Chanel displayed their stunning watch range, J12, Première and the Mademoiselle Privé Collections. Using their expertise and intangible stylistic codes, their new range embodies the heart of the Chanel identity, to create classic, intricate timepieces. The Mademoiselle Privé Camélia watch in particular was a standout piece that boasted 60 brilliantly cut diamonds and a delicate mother of pearl camellia.

And while several established brands take pride of place at Baselworld, it is also a great place

for new designers to showcase their creations. Debuting this March was the luxury watch brand Bausele. The first Australian label to showcase at Baselworld, the brand harnesses the unparalleled technical expertise and craftsmanship of Swiss watchmaking to create stunning, unique timepieces. Worth a second look is their new 'Kimberly' range for women, including exquisitely cut



diamonds, mother of pearl and rose gold features, they are great feminine pieces for everyday wear.

Diamonds proved to be a key trend at this year's show, particularly at luxury jewellery brand Messkia's stand. Known for their eye-catching diamond creations, the company has garnered a huge celebrity following, adorning the likes of Beyoncé, Cara Delevigne and Karlie Kloss with their collection of dazzling diamond necklaces, earrings and rings.

Baselworld is not just concerned with watches and jewellery brands however; it also is the leading event for diamonds, gemstone and pearl merchants. The best players and dealers from around the world flocked to the show, to benefit from the immense international audience Baselworld attracts. First-time exhibitor Shanghai Kimberlite Diamond Co., Ltd enthusiastically praised the show, stating it offered their brand unique opportunities that boosted both their brand

and business, "In the course of the eight days we were able to maximise the effect of our participation as we met with the most important buyers from all over the world and talked to the most significant journalists. All in all, this has been a tremendously successful show for both our brand and our business", said Kimberlite Chairman Dong Liusheng.

It is this unrivalled attendance of the industry's leading buyers and global press that cements Baselworld position as the premier event to see and be seen at. As Sylvie Ritter, Managing Director of Baselworld, concluded; "Baselworld is the heart of a whole industry which spreads through the entire world from here. This statement is becoming increasingly true with every year that passes, as Baselworld strengthens its position as the leader year after year". For more information, please visit www.baselworld.com