



AT FOUR SEASONS HOTEL BAKU 05 - 07 MAY 2016

ORGANIZED BY ART & JEWELS OF THE WORLD



BOUTIQUE



JEWELS QUINTESSENTIAL SELECTED PRIVATE VIEWING ORGANIZED BY ART AND JEWELS OF THE WORLD AT FOUR SEASONS HOTEL BAKU 05 - 07 MAY 2016

NEW APPROACH TO THE SUCCESS

The third issue of the high-end jewellery event "Jewels of the World" took place in Baku from May 5-8, 2016 at the glamorous Four Seasons Hotel, a long-term partner and the main supporter of the show.

Jewels of the World proudly presented for the first time in Azerbaijan the selected jewellery collections of Fabergé (London), Greubel Forsey (Geneva), Lydia Courteille (Paris), Yvel (Miami-Tel Aviv), as well as the exclusive accessories of Vault Privé (London-Baku) exhibiting them through a new set-up inside the luxurious Beaux-Arts style hotel Suites.

The new concept of dedicated Private Viewing created unique sophisticated setting and provided a new dimension of exclusivity and intimacy for the jewellery lovers. During the three days of the show a selected circle of VIP guests honoured the event and enjoined the rare opportunities to not only view the precious jewellery pieces but to establish direct face-to-face interaction with the brands presented.

"Jewels of the World always exploit a two prong approaches: introduction into the history, creativity and trends of the jewellery world, and at the same time a facilitation of unique buying opportunities to a most exclusive clientele in selected places of the world", says the Founder and the Organiser of Jewels of the World.

Located at the crossroads between Asia, Europe and the Middle-East, Azerbaijan has always been a key intersection on the ancient Silk Route, Baku's historic city centre is a testament to centuries of commercial and cultural activity.

Jewels of the World Team will further explore this new concept providing an opportunity for the jewellery brands to enter a new market and to forge new relationship in the best possible condition.



JEWELS QUINTESSENTIAL SELECTED PRIVATE VIEWING



SUITE #312 YVEL

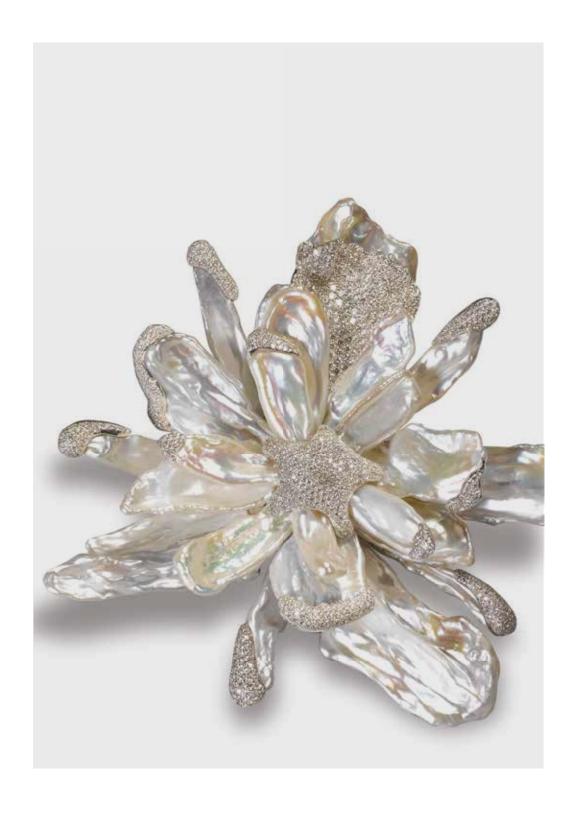
SUITE #314 GREUBEL FORSEY LA CHAUX-DE-FONDS SWITZERLAND

> SUITE #317 FABERGÉ



SUITE #327 Lydia Courteille Paris







Yvel is an internationally recognized luxury jewelry brand renowned for transforming baroque pearls and select precious gems into exquisite works of wearable art. Founded in 1986 by Orna and Isaac Levy, Yvel, is currently celebrating 30 years of cultivating beauty.

Yvel has grown from a small family business into a fine jewelry industry leader distinguished for its artistic and award-winning designs revered by celebrities, royalty and fine jewelry and art collectors around the world. Yvel creations are sold at the state-of-the-art Yvel Design Center and at Yvel luxury boutiques; at select art and jewelry exhibitions; and at exclusive shops on five continents.

The creative process of creating each Yvel design is akin to the journey of composing a masterful song, beginning with a spark of inspiration derived from a life experience. Paintings, music, poetry and nature are all rich sources of inspiration. "When I look at a sunset or listen to a melody, I envision my next piece of art," explains Isaac.

With passion, innovation and focus Yvel's team of skilled and experienced artisans craft each design concept into a tangible reality. What results is a rare and wonderful masterpiece created to be cherished now and treasured for generations to come.

YVEL 140 NE 39th Street I Suite 203 Miami, FL 33137 USA Phone: +1 305 573 9835 www.yvel.com





PEACOCK COLLECTION

AN ENCHANTING DISPLAY
OF NATURAL BLUE SAPPHIRES
MINGLED WITH GREEN TSAVORITE
AND WHITE DIAMONDS EVOKE
THE MAGNIFICENT DANCE
OF THE PEACOCK, ONE OF
NATURE'S FINEST TREASURES





SATIN SEA COLLECTION

THE ROMANTIC SATIN SEA COLLECTION SHOWCASES FRESH WATER BAROQUE PEARLS IN PINK, LAVENDER AND PEACH TONES, SET WITH 18K SATIN FINISH GOLD AND ADORNED WITH PRECIOUS GEMSTONES SUCH AS DIAMONDS AND SAPPHIRES.

18K YELLOW GOLD BRACELET COMBINING 17 BY 21 TO 18 BY 23 MM. WHITE BAROQUE FRESH WATER PEARLS





BLACK & WHITE COLLECTION

THE BLACK & WHITE COLLECTION ELICITS IMAGES OF CLASSIC OLD HOLLYWOOD GLAMOUR AND ROMANCE.

18K WHITE GOLD RING COMBINING 19 BY 24 MM. SILVER BAROQUE SOUTH SEA PEARL SET WITH 4.40 CT. DIAMONDS



GOLD KESHI COLLECTION

WARM HUES OF GLISTENING GOLDEN PEARLS AND COGNAC DIAMONDS MINGLE FOR A SPECTACULAR DISPLAY OF BEAUTY.

18K YELLOW GOLD RING COMBINING 12 BY 16 MM. GOLDEN INDONESIAN KESHI PEARLS SET WITH 3.15 CT. NATURAL COGNAC DIAMONDS







GREUBEL FORSEY ROBERT AND STEPHEN

Robert Greubel and Stephen Forsey have been working together for nearly 20 years in a relationship founded on their shared technical creativity and quest for perfection.

In 1999 they began working on a new generation of tourbillon specifically designed to improve the timekeeping of the mechanical watch. Four years later they unveiled "Greubel Forsey" and stunned horological aficionados with their innovative Double Tourbillon 30°, a timepiece clearly demonstrating their twin goals of innovation and excellence.

Robert and Stephen continue to build on their deep traditional knowledge gained with four decades of combined experience in high-end complicated timepieces, by inventing and developing technically valid horological complications to rigorous aesthetic principles.

GREUBEL FORSEY SA Eplatures-Grise 16 P.O. Box 670 2301 La Chaux-de-Fonds Switzerland Phone: +41 32 9254545 www.greubelforsey.com





ART PIECE 2 Edition 1



ART PIECE 2 EDITION 1

Unveiled during Baselworld 2016, this new Greubel Forsey creation, Art Piece 2 is a powerful tribute to the Double Tourbillon 30°, the first invention from Robert Greubel and Stephen Forsey, and forms a subtle combination of artistic research and technological innovation.

A VIEW OF THE INFINITELY SMALL

Following on from this first creation Art Piece 1, the Art Piece 2 is dedicated to Greubel Forsey's own universe, and particularly to the watchmaker's history. Housed in the case, an optical instrument allows the viewer to see a nano-engraved sketch of the Double Tourbillon 30° mechanism, Greubel Forsey's first invention. This forms a subtle mise en abyme effect of the object within itself, given that this emblematic mechanism itself operates at the heart of this new timepiece. This original artwork was engraved by a secret process on a sapphire tablet. The first impression, is above all a showcase for the artistry that characterises this timepiece, in which the indication of time becomes of secondary importance and resembles a sort of conjuring trick. It is in fact necessary to activate a pusher that controls a bi-stable shutter mechanism in order to obtain an indication of the hours and minutes. We rediscover here the spirit that was already at work in the Invention Pieces, through which Robert Greubel and Stephen Forsey developed for the first time the idea that a timepiece, rather than being just a simple watch, could become the distillation of an idea, and above all a means of artistic expression. The Double Tourbillon 30°, with bi-stable display signed by Robert Greubel and Stephen Forsey, will be produced in a strictly limited edition of just a few pieces per year.

ART AND SCIENCE

The Art of Invention: this expression testifies to a forward-looking philosophy that has been the driving force for Robert Greubel and Stephen Forsey for many years now, both in the field of scientific research as applied to fine watchmaking, and in that of aesthetic innovation. The Art of Invention imbues all Greubel Forsey creations, but is seen at its most effective in the astonishing series of Art Pieces they initiated in 2009. Co-created with Willard Wigan, Art Piece 1 included a micro-sculpture by the British artist that could be viewed through a miniaturised "microscope", these revolutionary optics, the design of which required several years of research and development. Robert Greubel and Stephen Forsey subsequently created a timepiece as a tribute to the off-beat universe of the Franco-American artist Robert Filliou, particularly noteworthy for its engraved maxim «Bien fait, mal fait, pas fait» (Well done, badly done, not done).





SIGNATURE 1 Or rouge 5N



SIGNATURE 1 - OR ROUGE 5N

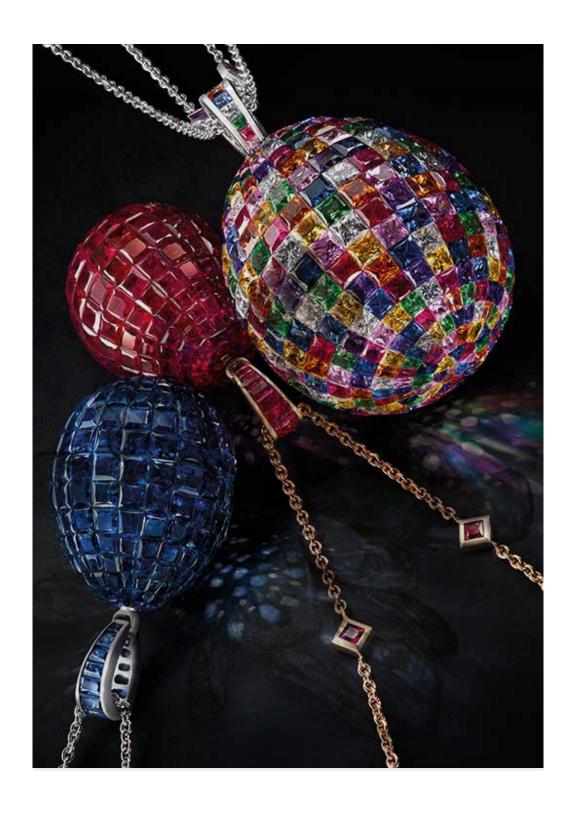
TRANSMITTING EXPERTISE

The first in a new collection, the Signature 1 is totally in phase with this commitment. A brilliant watchmaker and much-valued member of the Greubel Forsey team, Didier Cretin has inaugurated the Signature series in keeping with the following guiding principle and rule: each "co-signatory", chosen for their abilities and highly personal approach to the profession, creates their own timepiece while drawing on Greubel Forsey's knowledge and experience. Working within the framework of Greubel Forsey's own philosophy, he can thus take advantage of the Atelier's skills and expertise, which guarantee excellent standards of quality in terms of both craftsmanship and aesthetics. The co-signatory nevertheless enjoys great liberty, particularly regarding the technical, architectural and decorative aspects of the timepiece. In short, he has cosigned with Robert Greubel and Stephen Forsey this new creation, which is definitely a Greubel Forsey timepiece, and yet at the same time a little more than that, since it celebrates the cooperation between three complementary and kindred spirits. It has taken six vears of deep reflection to create this timepiece, which complies fully with Greubel Forsey's watchmaking specifications.

CO CREATION

Creating a timepiece with "six hands on board" is an experience that brings to mind the Art Piece collection, the result of a cooperation between Robert Greubel, Stephen Forsey and a contemporary artist. Further, it resonates with our long-term "Naissance d'une Montre" project to compile an inventory of techniques and skills that are disappearing as fine watchmaking turns increasingly towards industrial methods. This apprenticeship of working with ancestral tools, undertaken by the young watchmaking instructor Michel Boulanger with the support of Philippe Dufour, has resulted in the creation of a fully hand-crafted timepiece. With the Signature models, created through the expertise and vision of a talented watchmaker, Greubel Forsey thus reinforces its engagement to preserving the cultural heritage of watchmaking. For the first time in the history of Greubel Forsey, Didier Cretin has created a manually wound timepiece with three hands, without a tourbillon, which instead features an exclusively designed Greubel Forseybalance wheel and an all-gold dial. The hands are finished and countersunk by hand. After the white gold version, he has now completed this 5N gold unique edition of just 11 pieces for Signature 1, thus reinforcing the rarity of Greubel Forsey's timepieces. The dial, off-centred within the case, invites the eye to explore the mechanical architecture and balance wheel. This is a complex creation that is characterised by a high degree of sobriety in its appearance.







Fabergé, the world's most iconic artist jeweller, creates extraordinary jewellery, timepieces and objets d'art, as well as bespoke commissions for a discerning international clientele.

Founded in 1842, Fabergé has been the most revered name in jewellery ever since Peter Carl Fabergé became official goldsmith to the Russian Imperial Court; the house created exquisite jewels and objects, including the legendary series of lavish and ingenious Imperial Easter Eggs.

Today, Fabergé takes inspiration from its storied past to introduce a new era of enchanting and enduring personal possessions and gifts for contemporary connoisseurs. By painting with the world's finest coloured gemstones, Fabergé explores the art of colour through creations which are designed to become future heirlooms.

Current collections are available at Fabergé boutiques in New York, London and Geneva, as well as at Harrods in London and other exclusive international retailers. Selected items are also available via Fabergé's online boutique at Faberge.com.





DEVOTION

DEVOTION EMERALD RING FEATURES A ZAMBIAN EMERALD CENTRE STONE AND WHITE DIAMONDS, SET IN PLATINUM.

IMPÉRATRICE

EMERALD TASSEL PENDANT FEATURES ROUND EMERALDS, ROUND WHITE DIAMONDS AND EMERALD BEADS SET IN 18 KARAT WHITE GOLD. THE EGG PENDANT IS 26MM.









THE LADY COMPLIQUÉE PEACOCK

FABERGÉ WINS GRAND PRIX D'HORLOGERIE DE GENÈVE

Fabergé has won the prestigious 2015 Grand Prix d'Horlogerie de Genève (GPHG) – the Swiss watchmaking industry's highest honour – in the 'High-Mechanical' category with its Lady Compliquée Peacock timepiece. The GPHG is widely regarded as the 'Oscars' of the global watch industry and Fabergé's Summer in Provence watch was also shortlisted in the 'Jewellery' category.

The Grand Prix d'Horlogerie de Genève (GPHG) is intended to salute excellence in worldwide horological design and craftsmanship, presenting awards in 12 categories to the finest creations and the watch-making houses behind them. Sean Gilbertson, Fabergé CEO, said: "We are deeply honoured to win this prestigious award in the launch year of our new watch collections. We received tremendous support from the industry and the press, and our thanks go to them and the GPHG jury in cementing Fabergé's reputation as a leader in the watch world. Peter Carl Fabergé's philosophy of fusing artistry, craftsmanship and ingenuity remains the core inspiration at Fabergé - as is clearly embodied in the Lady Compliquée Peacock watch. I thank and congratulate the entire Fabergé team, and especially Aurélie Picaud – our Timepieces Director – and Jean Marc Wiederrecht and his remarkable family and team at Agenhor, for making this award possible by bringing together the great innovators in the industry in pursuit of a common goal: the search for mechanical and artistic perfection."

The Lady Compliquée Peacock takes its inspiration directly from Peter Carl Fabergé's Peacock Imperial Easter Egg of 1908. Hours are read at the winding crown at three o'clock utilising a mother of pearl band that rotates counter clockwise whilst the minutes are indicated by the fanning tail feathers off an exquisite carved peacock, sitting serenely in the bottom left corner of this horological marvel. This integrated movement was created exclusively for Fabergé by Agenhor, the Geneva-based independent workmaster. The manually-wound, retrograde movement features four peacock's tail feathers, each moving simultaneously but at different speeds, telling the time in a uniquely poetic way. The winning timepieces will be exhibited as part of the Salon QP show at the Saatchi Gallery in London, UK from 12th to 14th November 2015.



MOSAIC PENDANTS

Fabergé, the world's most iconic artist jeweler, is delighted to present the Mosaic Pendants, inspired by the Mosaic Imperial Easter Egg of 1914. In true Fabergé spirit, the Mosaic Pendants perfectly illustrate the art of colour with three variations, which employ Mozambican rubies, sapphires, tzavorites and diamonds.

In honour of the genius of Peter Carl Fabergé, the precious coloured gemstones are invisiblyset, gem-setting а technique that the House of Fabergé pioneered in the early 20th century. It is a skillful technique that uses single-faceted gemstones, perfectly calibrated in a ribbonlike narrow row, allowing the gold setting to remain invisible, creating flawless mosaic patterned finish.

RUBY PENDANT FEATURES INVISIBLY-SET PRINCESS CUT MOZAMBICAN RUBIES, OF 43.82 CARATS, SET IN 18 KARAT WHITE GOLD WITH ROSE GOLD FINISHING. THE EGG PENDANT IS 26MM. THE 18 KARAT ROSE GOLD CHAIN IS ADORNED WITH ROUND MOZAMBICAN RUBIES AND WHITE DIAMONDS.









The brand Lydia Courteille was created in 1987. It was first entirely devoted to antique jewelry and only after some years and some 7000 pieces of jewelry collected and sold, Lydia Courteille decided to create her own jewelry pieces. Since 1996 she had designed over 30 jewelry collections.

Two steps from the Place Vendome in rue Saint Honoré lies a small shop teeming with curiosities, a place where collectors worldwide, experts and amateurs together, gather to discover Lydia Courteille's world of rarities - of modern and antique jewellery. Here, flamboyant creativity meets the unusual and the rarest of gemstones. Scientist, collector, gemmologist and traveller, but at heart an antique jewellery dealer, Lydia Courteille started to create more than ten vears ago, conjuring up more than thirty collections so that she could share her passions, knowledge and creativity with her clients. A free spirit, her humour and audacity knows no limits; provocation is never far away from her extraordinary imagination. Mysterious symbols, archaeology from the distant past, flora and fauna are all part of her intoxicating mix. Her jewels are nevertheless wearable and her parures noble in style.

The boutique is a cabinet of curiosities that serves as a precious box for numerous collection, exhibition place, but also have a museum spirit: the pieces are presented as treasures one discovers. Twice a year the window display transforms into a scenography that illustrates a new collection.

To enter Lydia Courteille's curiosity cabinet is to take a journey of discovery into the world of conversation jewellery with stories to tell.
"I make jewels as others might write poetry" (after

"I make jewels as others might write poetry" (after Madeleine Castaing)

LYDIA COURTEILLE 231 Rue Saint Honoré 75001 Paris, France Phone: +33 1 42 61 11 71 www.lydiacourteille.com





SCARLET EMPRESS

NECKLACE18K RED RHO-DIUM GOLD, RUBIES AND SPINELS

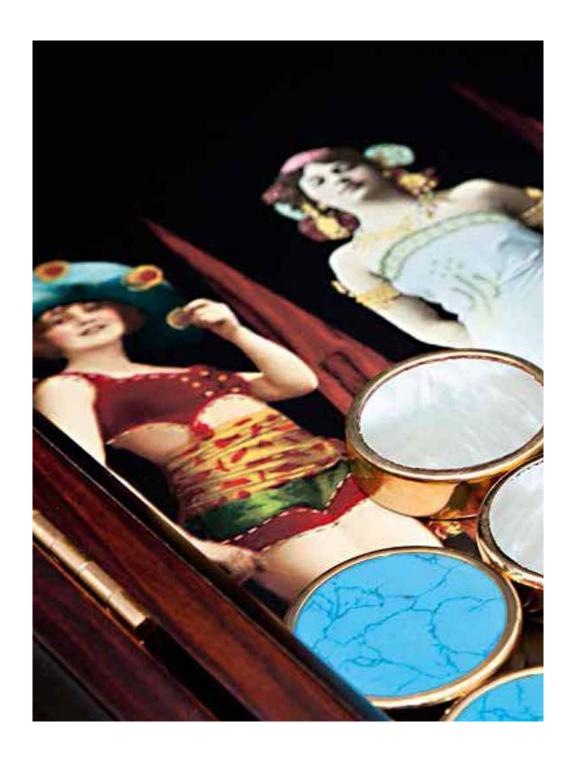




QUEEN OF SHEBA

18K BLACK RHODIUM GOLD TIARA, BROWN DIAMONDS, YELLOW SAPPHIRES, TSAVORITES, PERIDOT







VAULT privé is a luxury lifestyle accessories and gifts boutique, offering top quality items and bespoke services from carefully selected brands. It is an exclusive destination for diverse luxury brands with outstanding heritage, craftsmanship and brand philosophy that were not represented in the local market before. The interior design of the shop and its branding have been created in accordance with the idea of a sacred hidden gem for the sophisticated client.

It is a destination store where people can purchase something for themselves or as a gift while being respected, carefully looked after and pampered.

VAULT PRIVÉ 16 A. Alizade Street Baku T: +994 12 498 72 03, M: +994 50 291 70 73



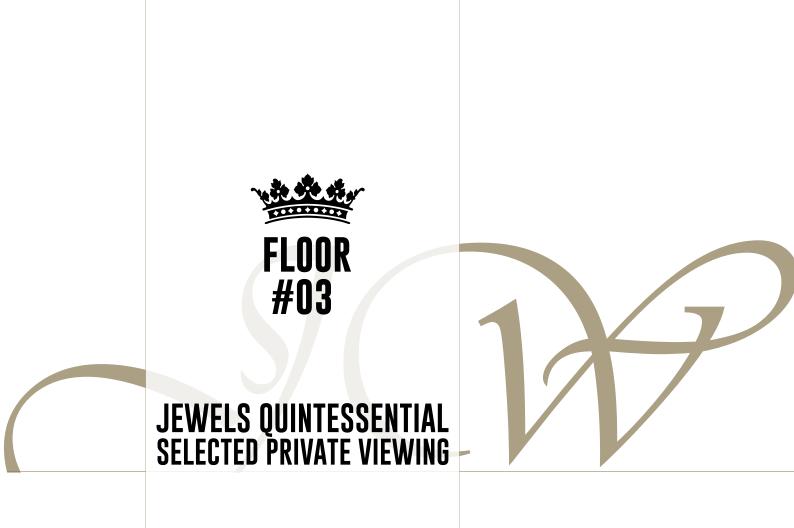


ALEXANDRA LLEWELLYN DESIGN

Alexandra Llewellyn has designed a collection of eight backgammon boards handmade in London — palm, pheasant, butterfly, nudes, antler, carnival, leaf and peacock. We hold stock of these designs, or they can be individually ordered and personalised with initials or messages. Each board comes with weighted aluminium playing pieces or you can order our exquisite semi-precious stone and brass bespoke playing pieces.

Alexandra takes commissions for exclusive bespoke backgammon boards, games sets and games tables. Each piece is a one-off, created in close conversation with the client to reflect their lives and tastes. Alexandra has created such one-off creations for the likes of Sir Richard Branson, Jacquetta Wheeler, American Vogue and for Links of London founder Annoushka Dukas. Each commission is individually designed, printed or painted by Alexandra, laced with narrative and provenance. Every detail carries significance: compartments lined with calf leather and embossed messages and dates, playing pieces crafted from metals, woods or semi-precious stones, subtle marquetry disclosing hidden meanings.



















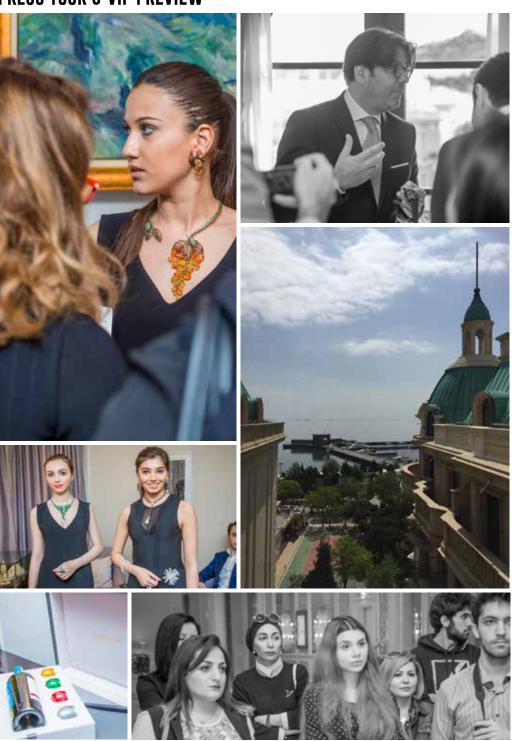
© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016





© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016





© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016



















© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016

















© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016





© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016















© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016





© JEWELS OF THE WORLD. ALL RIGHTS RESERVED. 2016



CONTACT

ART AND JEWELS OF THE WORLD

GENERAL MANAGEMENT Valentina Vassileva CEO +43 664 171 65 73 office@jw-baku.com office@jw-fairs.com

SHIPMENT, LOGISTIC AND CUSTOMS Yves Bonnier +41 79 606 24 21 yb@iafholding.ch

ARTISTIC DIRECTION AND COMMUNICATION Sophie Jacquemoud +41 79 826 48 10 sophie@jw-fairs.com sophie@actuelle.ch

PRESS RELATIONS
Aynur Mamedova
Director of Public Relations
Four Seasons Hotel Baku, Azerbaijan
+994 12 404 2424
cell: +994 50 280 06 56
aynur.mamedova@fourseasons.com

Suzanne Rouden Rouden Communication Intelligence, Basel +41 61 279 98 10 rouden@communication-intelligence.com

WWW.JW-FAIRS.COM