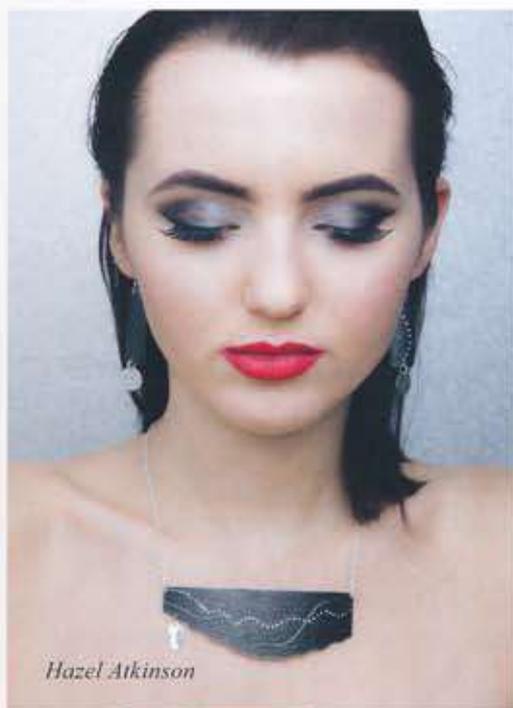


# 2018

## Directions Unveiled

*With so much to see and absorb during IJL next month, it might be helpful to keep in mind the directions for 2018, as outlined by IJL's Trend Editor, Rachael Taylor. The catwalk at the show will highlight Rachael's jewellery selection for the stories, but meanwhile, with preview pieces from exhibitors, here's our interpretation of the trends:*



Hazel Atkinson



MonaPink



The Rock Hound

**CHASE the rainbow**

This focuses on innovation in jewellery craft, with surreal colour statements, whether it be bespoke alloys, rhodium plating, coloured titanium, enamels, ceramics, feather or silks.

# NEW COMERS

Just a few of the new names you can expect to see at the show:

## Edge Only (P65)

The daughter of an award-winning jewellery designer/gemmologist and naval architect, Dublin-based Jenny Huston is a former Irish national radio DJ who puts craftsmanship and quality at the forefront of her ethically-made jewellery. 'Elegant with an edge', her heavy weight gold or platinum bands are pavé set with precious stones.

## MyriamSOS (S120)

Treading a line between art and design MyriamSOS fine jewellery offers modern, sculptural pieces. Alongside collections such as the flexible 'Transformer', the designer – who boldly disregards the rules of jewellery wearing – will be showing 'Otherworldly', which plays with minimalism, space and movement.

## Lily Flo (P72)

Eco fine jewellery brand Lily Flo is designed by Diana Sherling and handmade in London using traditional silversmithing and goldsmithing techniques. The pieces are made in recycled gold and silver and the latest collection, 'Minimalism', is inspired by simplified geometric forms.

## Cara Jewellers (D149)

Dubai-based fine jewellery brand Cara is renowned for its high quality diamond and gemstone jewellery (engagement rings of all shapes, sizes, designs and colour in particular) with minimal use of metal. The collection shown will also include statement necklace and earring sets, rings and wristwear.



*Jewel Tree*

## Jewel Tree London (R66)

Launched last year, this London-based jewellery brand revolves around bold, architectural, hand crafted pieces in precious metals with coloured stones. The designer Deborah Vani Zama follows a strict code of conduct, which includes the responsible sourcing of raw materials to ethical mining practices.

## DreamChoice (E140)

Using ethically-sourced gemstones, GIA-qualified gemmologist Swapna Pinnamaneni (born and raised in India, living now in LA), established DreamChoice in 2014 having quit her day job in software. She combines ethically-sourced high quality gemstones with mastercraftsmanship and 'best pricing' for her statement pieces.

## MonaPink (R54)

Show newcomer, MonaPink will be showcasing her single earring collection 'Luminous'. Each piece is handmade by designer Monika Kamycka using recycled Argentium silver, combined with plique à jour enamelling, which allows light to shine through like a mini stained glass window.



*MonaPink*

## DreamChoice



*Cara Jewellers*



*MyriamSOS*



*Lily Flo*



*Edge Only*

