

Watches & Jewellery

Stars align for a major return as emerald named colour of 2013

**BaselWorld jewellery** The move to green has been reinforced as the gems make a comeback on the red carpet, writes *Maria Doulton*

Lucky for the jewellery world that the Pantone Color Institute has declared that Emerald Green Pantone is the official colour for 2013. Since 2000, each year the institute, after much research, declares its choice of colour for the year. The practice came about as a result of a growing number of requests from people interested in gauging upcoming colour trends. The implications of Pantone's colour-call range far and wide, from paintwork on concept cars to the hues of our drinks and even it would seem, the shades of our Shamballa bracelets. Leatrice Eiseman, executive director of the institute, explains the choice of emerald green. "We looked at whether it would it be the right time for this gemstone to be featured

and, when we are making our choice, we look around for suggestions or clues, and of course the jewellery industry is included. We looked at the historic meanings and symbolism of emerald green and weighed the zeitgeist of the times as well as what the average person feels is happening in the world around them," she says. "Green is the most abundant hue in nature," says Ms Eiseman. "The human eye sees more green than any other colour in the spectrum. As it has throughout history, emerald continues to sparkle and fascinate. Symbolically, emerald brings a sense of clarity, renewal and rejuvenation, which is so important in today's complex world." So as 2012's Tangerine Tango bows out to make way for this year's

favourite, can we expect to see more emerald jewels on show at BaselWorld this year? A look at what is on offer seems to indicate that jewellers are showing a tendency towards emeralds and green stones. But is it directly attributable to the New Jersey-based colour guru's choices or a wider



move towards coloured gemstones? Stephen Webster, the London-based jeweller, says: "The Pantone Institutes' colour choice does often influence trends in the jewellery world, however there are certain colours that work better for jewellery and emerald green is about as good as you can get. We introduced emeralds set alongside black diamonds three years ago and that stone combination is right up there in our top selling top pieces. But you have to be ahead of the game, you can't wait for Pantone to reveal their colour choice each season." Likewise, Caroline Scheufele, co-president of Chopard, steered toward the green gem several years ago. "Since 2011, I made the creative decision to increase the incorporation of emeralds in our high jewellery collections. I am delighted Pantone have declared the green emerald as the official colour of the year as it ties many of our high jewellery creations to the current trend while the pieces remain timeless." Katharina Flohr, creative director at Fabergé, also believes emeralds had been making a return before 2013. "Emeralds, in particular, are enjoying a huge comeback and are fast becoming a colourful alternative to white diamonds," says Ms Flohr. To make the point at BaselWorld 2013, Fabergé will be presenting the La Esmeralda necklace from its Les Danses Fantastiques collection, festooned with cabochon emerald beads weighing more than 200 carats. All the emeralds are ethical Zambian stones from Gemfields' operations. Rodney Rayner, of the eponymous jewellery brand, explains the cost implications of working to trends. "As designers and creators of fine coloured stone jewellery, we are aware of the Pantone fashion colour report. But, using larger emerald stones becomes prohibitively expensive and restrictive, so I think that, as creators of original jewellery, we have to offer colours that compliment the emerald green fashion and not slavishly make emerald green jewellery," he says. One company that must have been particularly pleased with the news from Pantone is Gemfields, the London-based coloured-stone producer with interests in a mine in Zambia that produces 20 per cent of the world's emeralds. "While we've already been seeing a steady return to coloured gems in the US – in both bridal and fashion jewellery – Pantone's announcement of emerald as 2013 colour of the year has struck a chord with luxury jewellery brands," says Randi Molofsky, Gemfields' US director of marketing and communications. "The red carpet response was immediate, especially among stars at the Golden Globes and Screen Actors Guild Awards, so consumers swiftly saw the trend in action. Because of this direct-to-buyer association – both from Pantone and during the awards season – designers have been eager to capitalise on emerald in spring and fall collections. I'm expecting a quicker-than-average trickle down as the stars are aligning for a major return to emeralds, and precious coloured gemstones in general."

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