

MARCONI GENEVE

BY SMITHA SADANANDAN

KEEPING IT REAL

*Father and son jewellers on enduring
craftsmanship and camaraderie*

Founded by Joseph Marconi, Geneva-based jewellery manufacturing and retail brand Marconi Geneve has been creating classic-style high jewellery and *objet d'art* for an elite clientele primarily in the Middle East, Iran, and Russia. Though the brand was launched just over a decade ago, Joseph's association with jewels and gems goes back nearly 30 years.

When Joseph moved from Italy to Geneva, he began working for Maison les Ambassadeurs and cut his teeth in the watch industry. Back in the day, not many Swiss

brands had carved a niche for themselves overseas. Joseph took over as Director of Public Relations at the company and was tasked with presenting the latest timepieces in the Japanese and Arab regions. He soon built a loyal clientele, many of whom sought bespoke jewellery. Eventually, he took a big step — he quit his job and set up his own company.

With a strong nod to Italian craftsmanship and a better understanding of what his clients' want, Joseph expanded his business with the help of his son, William. The younger Marconi, who has a Master's Degree in

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THIS PAGE
Sapphire brooch
and earrings in
invisible setting

OPPOSITE PAGE
A stunning
diamond necklace
with a sapphire
centre stone

International Law, took over the sales and marketing aspects of his father's business with a global mindset. Nuggets of advice from his father held him in good stead. "Never believe what people tell you at first. Wait a little to see what's around the corner, because there's always a second, real version to the story that people tell you," he says. "I found it to be very true, which is why I never rush into decisions in the business."

Today, William oversees manufacturing at select workshops in Italy, Bangkok, and Hong Kong, procuring gem and diamonds from trusted dealers. On an average, William buys over 10,000 gems, comprising diamonds, rubies, sapphires, and emeralds, to be set in over 700 pieces of jewellery, many of which are commissioned. Meanwhile, the brand is busy with its new collection of luxury watches equipped with Swiss movement. "The dials are adorned with precious stones," shares William. Marconi Geneve's gold falcons are expertly handcrafted, as are the hand-carved crystal quartz perfume bottles. Interestingly, they also make perfumes.



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THIS PAGE
Sapphire and diamond necklace and earrings set


OPPOSITE PAGE
Joseph and William Marconi

Sapphire earrings with round, marquise, and baguette diamonds



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The brand works with various ateliers to ensure a turn-around of 250 high jewellery pieces a month, which is pretty much industrial scale in the business. The brand makes any piece of jewellery or object you can fathom. Many of their creations mainly constitute ‘diplomatic gifts,’ and bespoke pieces for institutions and organisations that need to gift jewellery to their clients. To cater to clients seeking daily-wear pieces, the brand also designs fine jewellery accented with diamonds and semi-precious gemstones.

Despite having a single-branch store in Geneva, Marconi’s growth has been very notable. William credits this to the brand’s personal relationships with clients, including their appealing pricing schemes. “We are a small company. Our pieces don’t carry exorbitant price tags that are a result of mammoth marketing and ad spends,” concludes William. With a transparent business model and a client relationship built on trust, Marconi Geneve is poised for a brilliant future. 



WILLIAM AND JOSEPH MARCONI

Their two cents on jewellery gifting

For earrings, what designs would be perfect as a gift?

For a day-to-evening look, look for stud earrings with coloured gemstones like ruby, sapphire, or emerald. These are perfect for adding an extra dollop of elegance to any outfit. If the recipient likes pastel colours or diamonds, get her something with topaz, morganite, amethyst, or chalcedony — they give off just the right amount of charm.

How about necklaces?

Diamond necklaces are a great way to fuel the Christmas spirit. A pearl necklace with a central stone is another classic gift of choice. But be sure to choose the length and size of the pearls depending on the wearer’s frame and personal style.

What is your take on gifting watches?

Watches are a stylish gift, but it is important to pick one that matches the taste of the wearer. Jewellery watches with enamel dials are a fascinating combination of beauty and craftsmanship.

What jewellery would you suggest for men?

Whether someone is jewel shopping for their boyfriend, dad or brother, cufflinks make for great gifts. I’d say, a bit of sparkle never hurt anybody.