



Platinum charms necklace set with Canadamark diamonds.



NANCY NEWBERG



BEA BONGIASCA



MARLA AARON



SYLVA & CIE



LUIS MORAIS



TARA HIRSHBERG

CHARMING HEARTS

The hottest pairing this summer, Canadamark and Muse Showroom, are on a charming mission. At the heart of the initiative lies a charitable cause. Launched this year at the Couture Show in Las Vegas, 'Have A Heart' charm project rounded up established and emerging talents for the collaboration. Diverse designs and interpretations, primarily heart motif charms and pendants, came to life through platinum and gold iterations. Sixteen charms made in platinum and accented with Canadamark diamonds stemmed from a partnership with the Platinum Guild. "All the hearts are spin-offs of the designers' work and taste," said designer Bea Bongiasca. Skulls, alphabets, anatomical hearts, stars and keys, are other designs the jewellers have ideated.

GUITA M



MARIA CANALE



STEPHANIE WINDSOR



TEN THOUSAND THINGS



Fourteen designers, namely Bea Bongiasca, Buddha Mama, Guita M, Luis Morais, Maria Canale, Mark Davis, Marla Aaron, Michelle Fantaci, Nancy Newberg, Nikos Koulis, Silvia Furmanovich, Stephanie Windsor Antiques, Sylva & Cie and Ten Thousand Things created around 25 charms in gold using Canadamark diamonds. Nancy Newberg's charms reference her mother's engraved charm bracelet. "I hope others will continue this beautiful tradition and document their special memories with charms that they can pass on to their daughters," said the designer. Later this year, Maria Canale will design a special piece for the collection's launch at Bergdorf Goodman, New York, featuring a specially cut, one-carat, heart-shaped Canadamark diamond.

Muse ambassadors Lizzie Tisch, Lori Hirshleifer and Sukey Novogratz will curate capsule collections of the charm necklaces. A portion of the proceeds will support charities – City Meals on Wheels, Project ALS and Joyful Heart Foundation. ■

BEA BONGIASCA

The design inspiration for the Canadamark charm is hearts, because of the 'Have A Heart' campaign with the charities. It was a matter of interpreting a heart in my own style, which is why I used a marquise-cut, as that is what I have been using throughout my latest collection and, of course, enamel.

NANCY NEWBERG

My hearts were inspired by my mother's charm bracelet. Many of her charms were engraved with monograms and dates of special occasions such as weddings and births.

MARIA CANALE

I am thrilled to be part of the 'Have A Heart' collaboration with Muse Showroom. The heart charms are from my Flapper collection, where I have fashioned the signature long, luxurious strands of gold beads into a symmetrical heart shape. The charms are in 18-karat yellow gold or platinum, accented with a single diamond, emerald or sapphire.

MARLA AARON

The Heartlock is made out of 18-karat gold and Fordite and Canadamark diamonds. All of our pieces are 'tools' and used to carry various charms, as a closure or as a charm itself.

SYLVA YEPREMIAN (SYLVA & CIE)

I incorporated the heart shape design to symbolise love and used a combination of sapphires and old European-cut diamonds for the pieces.

Solitaire

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