Press Highlights September 2019

FABERGÉ -

A LIFE IN COLOUR

UK



A LIFE IN COLOUR

MEDIA VALUE - SEPTEMBER

Advertising value £,26,725.06 PR value £,80,175.18

PR value is calculated at 3 times the ad value (industry standard measure)
These values do not include values for coverage on Facebook, Instagram or Twitter



A LIFE IN COLOUR

Reach: 30,000

Value: £,9,591.14

INTERNATIONAL PROPERTY & TRAVEL - 1 SEPTEMBER, 2019





OFF THE CUFF

ith characteristic wit and verve, Fabergé has brought its passion for craftsmanship and inventive design to the realm of cufflinks and accessories. Impeccably crafted from the finest materials and gemstones, the collection draws inspiration from the many cufflinks, dresssets and famous cigarette cases created by Fabergé in the early 20th century. These striking cufflinks feature cabochon ruby centre stones, with red guilloché enamel, set in 18k fluted rose gold.

£3,500 / €3,930 / \$4,445 ► www.faberge.com









A LIFE IN COLOUR

Reach: 30,000

Value: £,14,583.92

INTERNATIONAL PROPERTY & TRAVEL - 1 SEPTEMBER, 2019





Time. sensitive

Your choice of watch speaks volumes about your character and personal style so never settle for anything less than the best





A LIFE IN COLOUR

RAPAPORT MAGAZINE - 1 SEPTEMBER, 2019







A LIFF IN COLOUR

WALLPAPER* - 9 SEPTEMBER, 2019

Wallpaper* WATCHES & JEWELLERY | 23 HOURS AGO | BY CARACH MCKAY

Gold standard: creating Fabergé's modern treasures



A Fabergé enamellist polishes an egg design after the coloured glass has been fired in the kiln

f all the decorative crafts, enamelling is, and always has been, one of the toughest to master. Which is exactly why Carl Fabergé was so attracted to it. The outmoded enamelled guilloché techniques of 18th century French craftsmen Fabergé had come upon in museums during his European Grand Tour of the 1860s inspired the master goldsmith to revive them.

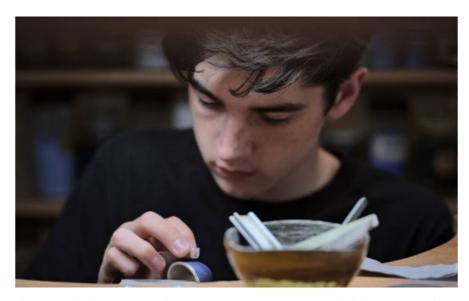
He also saw the potential for producing a spectrum of rich, glossy colours and tasked his workshops with developing a Fabergé palette. One hundred and forty-five shades were created, including the sugared-almond-like lilacs, pinks and yellows that denote the Fabergé style. The house further amazed its peers in its mastery of 'in the round' or - en ronde bosse - enamelling, which was crucial to its egg designs. The curves made it torturously difficult to achieve consistency in the liquified glass during firing in impossibly hot kilns.



A LIFE IN COLOUR

WALLPAPER* - 9 SEPTEMBER, 2019 CONTINUED

Wallpaper*



Fabergé employs British-based jewellers and enamel artists to create traditional guilloché patterns in gold

Today, without the patronage of the kings and tsars that Carl Fabergé served, and with many traditional techniques now obsolete, it is not possible for a craftsman to spend a year embellishing one object, such as a Fabergé egg, to the impossibly exquisite level achieved by his 19th century St Petersburg workshops, and which continues to make original Fabergé pieces so awe-inspiring. But guilloché enamelling is still a mainstay of Fabergé, with elements appearing in the house's contemporary jewellery, egg and watch designs.

Now, Fabergé employs British-based jewellers and enamel artists to create traditional guilloché patterns in gold. Egg pendants are hand-engraved, so that the enamel – powdered glass in tones reminiscent of the original Fabergé palette – can be applied. When a design is placed in a high-temperature kiln, the enamel fuses with the metal beneath. These layers of opaque colour highlight the swirled patterns of the gold, creating the illusion of shimmering, opalescent waves of light. **

FABERGÉ —

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WALLPAPER* - 9 SEPTEMBER, 2019 CONTINUED

Wallpaper*



Guilloché metal patterns were typically created using a lathe. Fabergé craftsmen engrave them in gold by hand

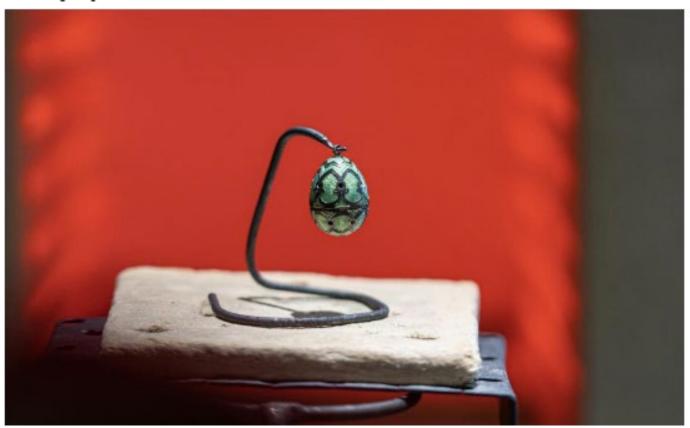


Three egg parts in various stages of polish. The piece to the right is complete. After a lengthy firing and polishing process, its desired rich, glossy colour has been achieved

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WALLPAPER* - 9 SEPTEMBER, 2019 CONTINUED

Wallpaper*



INFORMATION www.faberge.com

An almost complete Fabergé egg at the British enameller workshop



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WALLPAPER* NEWSLETTER - 11 SEPTEMBER, 2019

Wallpaper*



Gold standard: creating Fabergé's modern treasures

READ MORE



Reach: 183,904 Value: £,2,550.00

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THE FINANCIAL TIMES - HOW TO SPEND IT - 21 SEPTEMBER, 2019









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KNIGHT FRANK LUXURY INVESTMENT INDEX



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ROYAL BANK OF SCOTLAND ONLINE CONSUMER MAGAZINE - 23 SEPTEMBER, 2019



The fairest jewels of them all



Rough rubies from Mozambique by Gemfields.

Coloured gemstones are growing in popularity and price, while investors demand more, insisting on responsible sourcing and transparent supply chains

When buying precious stones, white diamonds may be the first gems to spring to mind, but coloured gems are not only outperforming their more established sisters in terms of value, they are increasingly desirable for their aesthetic appeal, particularly where the supply chain is clear.

Knight Frank's latest Luxury Investment Index survey revealed that coloured jewels, such as emeralds, rubies and sapphires, topped the wider jewellery market. Meanwhile, at a sale at Bonhams in London in April 2019, a 17.43-carat Kashmir sapphire ring went for £723,063 – almost double the £300,000 – £400,000 guide price.

And, while the prices paid are impressive, the origin of the stones is becoming equally important, with buyers prioritising responsible sourcing.

Jack Cunningham, group sustainability, policy and risk director at Gemfields, which specialises in rubies and emeralds, says: "A decade ago, diamonds were widely perceived by consumers to be the most prestigious of gems. Today, the swing toward precious coloured gemstones is overwhelming.

"When combined with significant improvements in the supply chain, particularly in respect of reliable and responsible sources, it's no surprise that we've seen such growth in the sector. Consumers are making more values-driven choices about their lives [and are] prepared to forgo products that don't meet their own personal standards."

Cunningham stresses that brands must justify their messaging with action and not merely by 'greenwashing'. Corporate responsibility should encompass environmental management, health and safety, community engagement and human rights – as well as how transparently the rough gemstones are exported and sold.

"We typically invest more than \$1m into our local communities each year in education, agriculture, health and conservation projects," says Cunningham. "The jewellery industry is ancient and therefore traditionally opaque, without a consistent way of valuing gemstones; we're trying to change this by being open about our revenues and taxes and selling our gemstones via an auction platform to provide authorised auction partners and government officials with a transparent, repeatable and consistent point of sale."



A LIFE IN COLOUR

ROYAL BANK OF SCOTLAND ONLINE CONSUMER MAGAZINE - 23 SEPTEMBER, 2019 CONTINUED



Clued-up clients

Josina von dem Bussche-Kessell, business development director at Fabergé, echoes Cunningham's stance. She says clients now ask more questions about where stones are from and how they are mined.

"The mining and supply side of the jewellery market has historically never been disclosed or talked about much, but Gemfields is helping us and other jewellery brands to access information and show all the great work it's doing at the source," she says.

"Clients are often happy to pay a premium for an ethically sourced stone"

Sameer Lilani, EMEA director, Amrapali

"We see our role as a brand in today's world to help clients make the best decision and not dictate to them what we believe they should buy, but more arm them with impartial information so they're in the driving seat."

She adds that the focus on responsible sourcing is one of the biggest changes in the industry. Clients, she says, would not have asked a major jewellery brand for details of where a component part is from, or how it was sourced, even as recently as five years ago. A certificate would be issued, but that would be the sum total of the information provided.

She says: "Coupled with this change [in focus] is also the importance of knowledge and information, which is a change happening in so many industries, where the customer is gaining power by having access to more information – and that, in turn forces companies to open up much more about their back of house. I think it is fabulous and makes the process much more collaborative."



Ruby and emerald rings by Fabergé.

Coloured gems in demand

Sameer Lilani, EMEA director of Indian jewellery house Amrapali, has also found that there is greater awareness and understanding of coloured stones in contrast with the previous focus on diamonds, in tandem with a greater focus on sourcing.

He says, "We've seen a 120% increase in loose gemstone sales and a 300% increase in value over the past year. What this tells us is that not only do we have a healthy increase in volume, but overwhelmingly, the values of coloured stones are greatly increasing."

The ethical side is becoming increasingly important for clients, adds Lilani, because of the wider societal trend among consumers to make more informed buying decisions.

"Clients are often happy to pay a premium for an ethically sourced stone," notes Lilani.

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ROYAL BANK OF SCOTLAND ONLINE CONSUMER MAGAZINE - 23 SEPTEMBER, 2019 CONTINUED





Ruby and diamond earrings (left) and a white-and-yellow diamond ring, both by Amrapali.

Transparency is key

Albert Boghossian, CEO of jewellery firm Boghossian, says there has been a huge shift in perception towards the coloured stone market with investors starting to realise that there is a great potential return on investment on these jewels.

He says: "Naturally, when purchasing a coloured stone, it's comforting to know about the mining source, such as its traceability. We started noticing customers were becoming more and more interested in ethical and environmental issues a few years ago and this has only increased.

"This trend hasn't had a significant affect on prices as of yet, but it may very well do in the future. Traceable gems will gain significant value, while unknown sources will decrease in value."

Boghossian ensures that each of its gems is certificated and authenticated to make sure it's not linked to any broader environmental or social issues.

"Transparency is the most important part of any business and not only in the gem industry," summarises Boghossian. "It helps provide a more ethical business, and we've naturally adopted this stance and implemented this as a critical part of our brand DNA."

By Joy Persaud



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Social Media Coverage



@christieswatches 61.1k followers



@Dominiquet.a.r.Jackson 290k followers



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@Kehlani 9m followers







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Celebrity Dressings

Helen Mirren wore the Charmeuse Créoles Earrings and the Émotion Blanc Pur Ring on the Graham Norton Show which aired 27th September 2019.



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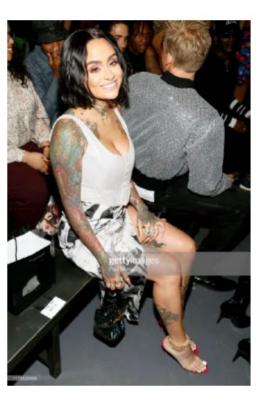
USA



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Kehlani wears the 'Emotion' multi-coloured ring, 'Rococo' Lace & Pavé diamond rings, and the 'Katharina' ring while attending the LaQuan Smith SS20 Runway Show.





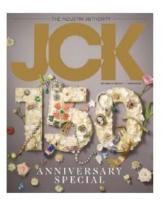
A LIFE IN COLOUR

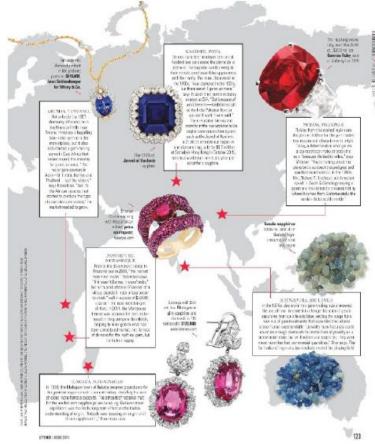
JCK Magazine

Issue: September/ October Story: Planet of Color

Circulation: 25,000 ADV: 7,235 USD

PR Value: 62,670 USD





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CHINA



A LIFE IN COLOUR

Fabergé lady compliquée Winter Watch On Only Watch Auction

September 01, 2019
 Circulation: 160,000
 AD Value: 1,310 USD





A LIFE IN COLOUR

Fabergé crescent collection, the infinite love

September 01, 2019
 Circulation: 160,000
 AD Value: 5,242 USD







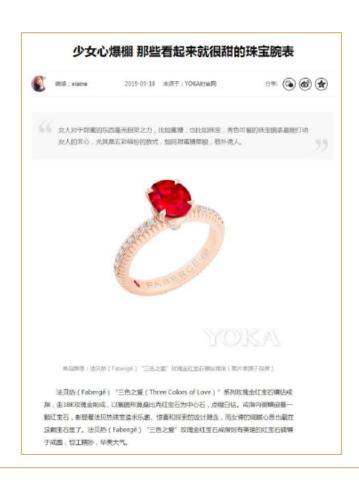
A LIFEIN COLOUR

Fabergé's sweet vibrant gemstones, an irresistible treasure

Source: www.yoka.com

September 18, 2019
 Circulation: N/A

AD Value: 2,419 USD





A LIFE IN COLOUR

Fabergé's sweet vibrant gemstones, an irresistible treasure

Source: www.qq.com

September 19, 2019

Circulation: N/A

AD Value: 4,839 USD

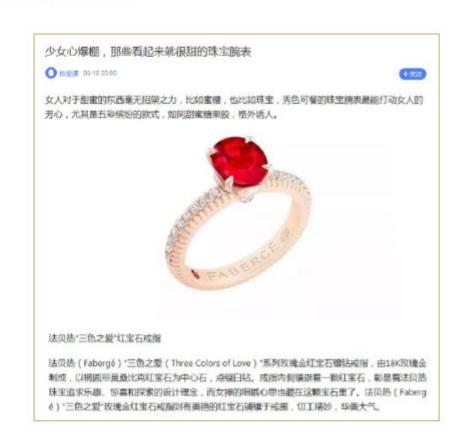




A LIFE IN COLOUR

Fabergé's sweet vibrant gemstones, an irresistible treasure

Source: xq.qq.com
September 18, 2019
Circulation: N/A
AD Value: 1,613 USD





FABERGÉ -

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MIDDLE EAST



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Air – Magazine with Altitude Circulation: 6,000 AVE: \$ 56,160.00







A LIFE IN COLOUR

Air – Magazine with Altitude Circulation: 6,000 AVE: \$ 56,160.00







A LIFE IN COLOUR

Air Magazine – DC Aviation Circulation: 6,000 AVE: \$ 55,840.00









A LIFE IN COLOUR

Air Magazine – DC Aviation Circulation: 6,000 AVE: \$ 55,840.00







A LIFE IN COLOUR

Air Magazine – Empire Circulation: 6,000 AVE: \$ 56,480.00







A LIFE IN COLOUR

Air Magazine – Empire Circulation: 6,000 AVE: \$ 56,480.00









A LIFE IN COLOUR

Air Magazine – Gama Aviation Circulation: 6,000 AVE: \$ 62,240.00







A LIFE IN COLOUR

Air Magazine – Gama Aviation Circulation: 6,000 AVE: \$ 62,240.00







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Concierge Dubai Circulation: 34,283 AVE: \$ 670.30







A LIFE IN COLOUR

Concierge Abu Dhabi Circulation: 19,722 AVE: \$ 674.39







A LIFE IN COLOUR

Conde Nast Traveller Middle East Circulation: 25,168 AVE: \$ 2,500

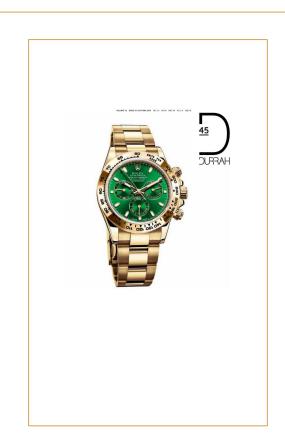






A LIFE IN COLOUR

Durrah Circulation: 10,000 AVE: \$ 15,800

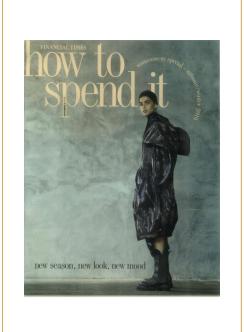






A LIFE IN COLOUR

Financial Times - Supplement Circulation: 140,073 AVE: \$ 702.06







A LIFE IN COLOUR

Russian Emirates Circulation: 20,000 AVE: \$ 530.90



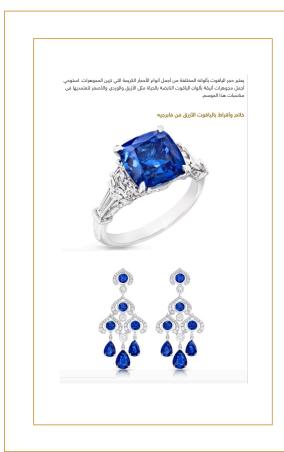




A LIFEIN COLOUR

Circulation: 2,200,000 AVE: \$3,250

Date: 09/09/2019





A LIFEIN COLOUR

https://www.hiamag.com/\(\mathfrak{\

Circulation: 2,200,000 AVE: \$3,250 Date: 14/09/2019



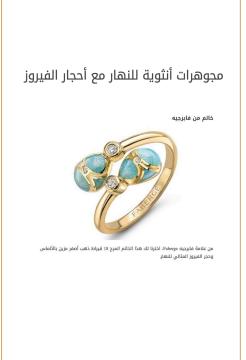


A LIFE IN COLOUR

https://news.akhbarten.com/women/3683442.html

Circulation: 46,700

AVE: \$3,250 Date: 14/09/2019





A LIFE IN COLOUR

Circulation: 2,200,000 AVE: \$3,250 Date: 18/09/2019





A LIFEIN COLOUR

Circulation: 2,200,000 AVE: \$3,250 Date: 19/09/2019





A LIFE IN COLOUR

https://www.albidda.net/women/354136.html

Circulation: N/A

AVE: \$3,250 Date: 20/09/2019

أجمل ساعات نسائية بالذهب الأبيض لهذا الموسم

ساعة من فابرجيه



ومن علامة فابرجيه Faberge، اخترنا لك ساعة ذهب أبيض 18 قيراط ناعمة ومزينة بأحجار الألماس الأبيض حولها بشكل عام وبشكل مكثف حول المينا.



A LIFE IN COLOUR

https://news-araby.com/women/post-2341716

Circulation: 82,400

AVE: \$3,250 Date: 22/09/2019

ساعات نسائية فخمة باللون الأزرق الملكي لإطلالتك في شتاء 2020

ساعة من فابرجيه



ومن علامة فابرجيه Faberge، اخترنا لك ساعة جلد باللون الأزرق مع ذهب أبيض 18 قيراط والألماس الأبيض حول المينا، واللون الأزرق داخل المينا أيضاً.

الكلمات الدالة



A LIFEIN COLOUR

https://www.hiamag.com/2019-% ***** **** **** **** ***** **** **** **** *****

Circulation: 2,200,000

AVE: \$3,250 Date: 23/09/2019



تنظر العروس الى دبل الخطوبة بالذهب الدبيض بشغف كبير حيث يعتبر الذهب الأبيض من المجوهرات الغالية المعبرة عن الحب و التي تختاره العروس ليبقى بيدها طيلة العمر.

لذلك، تصمّم الدور العالمية مجموعات من دبل خطوبة بالذهب الأبيض تخطف الأنفاس ،و قد انتقينا لك مجموعة جميلة من دبل خطوبة ذهب ابيض و التي من المؤكد أنها ستنال إعجابك.

need invented by read

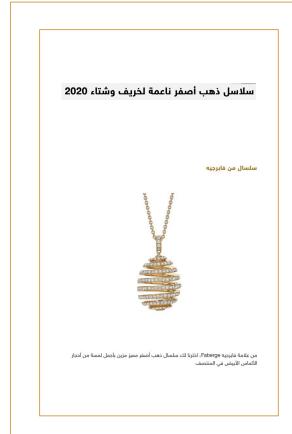
و ضمّت التشكيلة من توقيع دار بلغاري Bulgari , و بياجيه Piaget , و شوبارد Chopard و و Par Cleef & Arpels و Fabergr و Pathary & Og Boucheron و Kwiatt و و عيارات مختلفة من الذهب الأبيض، و طفى على كل خاتم اللمعان و الإبهار بفضل اجمل و عيارات مختلفة من الذهب الأبيض، و طفى على كل خاتم اللمعان و الإبهار بفضل اجمل فصوص الللماس الدييض المتفاوتة اللحجام التي زينت الخواتم التي تبنض بالجمال و المخامة. لون الذهب الدييض المميز، و أسفرت عن تقديم اجمل الخواتم التي تبنض بالجمال و المخامة.

بين دبل الخطوبة الناعمة و البسيطة، و التصاميم العصرية و المميزة، إنتقي عزيزتي العروس ما يناسبك من هذه المجموعة من خواتم الزفاف و دبل الخطوبة من الذهب الابيض الفخمة و شاركينا رأيك بما.

A LIFEIN COLOUR

Circulation: 2,200,000 AVE: \$3,250

Date: 24/09/2019





A LIFEIN COLOUR

Circulation: 2,200,000 AVE: \$3,250 Date: 26/09/2019

أقراط من فابرجيه ومن علامة فابرجيه Faberge، اخترنا لك أقراط ذهب أبيض مرصعة بأحجار الألماس ولمسة أنثوية



A LIFEIN COLOUR

https://uaenews247.com/2019/09/29/faberge-launch-rose-gold-egg-pendants-for-the-festive-season/

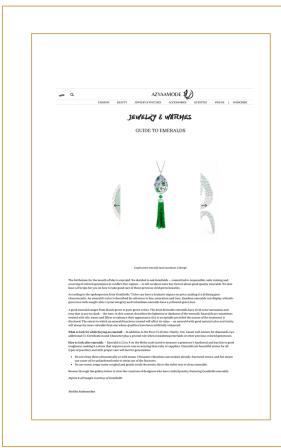
Circulation: 10,205 AVE: \$3,250 Date: 29/09/2019



A LIFEIN COLOUR

https://www.azyaamode.com/en/the-colors-of-fall-reveal-their-beauty-in-these-gems

Circulation: 44,875 AVE: \$3,250 Date: 29/09/2019



A LIFE IN COLOUR

https://www.elbayan-news.com/1874973

Circulation: 30,800 AVE: \$3,250

Date: 29/09/2019

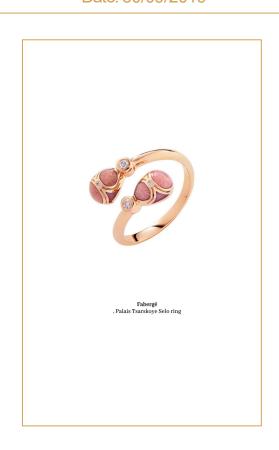


A LIFEIN COLOUR

https://www.azyaamode.com/en/the-colors-of-fall-reveal-their-beauty-in-these-gems

Circulation: 44,875 AVE: \$3,250 Date: 30/09/2019







A LIFEIN COLOUR

https://www.hawaalive.net/ /m **IWI*1%=\\ E\ 2\ 2

Circulation: N/A AVE: \$3,250

Date: 30/09/2019

أحدث المجوهرات لإطلالة خريفية ناعمة وجذابة اكتشفيها

عقد من ماركة فابرجيه Faberge

من دار المجوهرات الروسية فابرجيه ننتقي لك هذا العقد الذي صنع من الذهب الأصفر الذي يزينه الألماس، ويتميز هذا العقد بالشكل اللولبي المندلي منه والذي يحوم به بريق الألماس في تصميم عصري مميز يجمع بين الدقة والفخامة في كل جوانب هذا العقد.





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https://www.ramthavoice.com/women/176254//e ያራ ያሉ ያለተ መጀመር የተመደመ ከተመደመ ከተመደመ

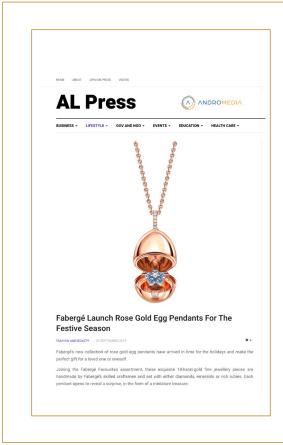
Circulation: N/A

AVE: \$3,250 Date: 30/09/2019



http://al-press.com/index.php/en/lifestyle/19-fashion-beauty/25002-faberge-launch-rose-gold-egg-pendants-for-the-festive-season

Circulation: N/A AVE: \$3,250 Date: 30/09/2019



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https://elaph.com/Web/LifeStyle/2019/10/1266987.html

Circulation: 929,679

AVE: \$3,250 Date: 30/09/2019







A LIFEIN COLOUR

https://www.aljawharamag.com/category//m **IWI\%/\$\fi\R\ VI\page/4/

Circulation: 46,039 AVE: \$3,250 Date: 30/09/2019





A LIFE IN COLOUR

Circulation: N/A AVE: \$3,250

Date: 30/09/2019





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INDIA



A LIFE IN COLOUR



September, 2019Circulation: 60000

PRV: 1023750

