

FABERGÉ

The image shows the Fabergé logo in a serif font, followed by a small 'x' symbol, and then the '007' logo in a stylized, italicized font with a small 'TM' trademark symbol.

FABERGÉ ANNOUNCES PARTNERSHIP WITH 007

Embargoed until 00:01 BST 30th September 2022: Two of the world's most revered cultural icons, Fabergé and James Bond, unite in a year where they both celebrate milestone anniversaries.

Fabergé, the world's most iconic artist jeweller, is delighted to announce that it will create a unique and captivating *Fabergé x 007 Egg Objet*, commemorating Fabergé's 180th anniversary and the 60th anniversary of the first James Bond film, *Dr. No*, which was released on 5th October 1962.

The *Fabergé x 007 Egg Objet* will encapsulate the iconic stories woven into the histories of both Fabergé and James Bond. Designed by Fabergé's Head of Design, Liisa Tallgren, and overseen by its Creative Director, Josina von dem Bussche-Kessell, the design of the egg will be a symphony of past, present and future, with nods to Bond's legendary gadgets subtly integrated into the creation.

In true Fabergé spirit, a series of surprises and mysterious elements will be hidden within, all set to be revealed in 2023 – a year marking 40 years since the release of *Octopussy* (1983), the film which featured a plot line centred around a Fabergé egg heist.

The creation of the *Fabergé x 007 Egg Objet* is underway, with Fabergé's team working closely with a dedicated Workmaster, based in England, who will be overseeing the construction of this masterpiece. The egg objet will take many months of development and craft, as it is set to feature the most technically advanced opening mechanism that Fabergé has ever produced, pushing the boundaries of innovation and craftsmanship to new realms, and will feature the rarest of gemstones, epitomising the creativity for which Fabergé is renowned. This unique work of art will interest collectors and aficionados the world over and presents an incredibly rare investment opportunity to own a piece inspired by cinematic history.

Newly appointed Fabergé Creative Director Josina von dem Bussche-Kessell says: *"The partnership with EON Productions and the James Bond film franchise represents our latest creative endeavour through which we are looking to set a new standard in modern-day objet d'arts, in a way that only Fabergé can. This is a thrilling*

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opportunity for us to fuse the legendary on-screen storytelling of the world's most famous secret agent with Fabergé's globally celebrated artistry. With this unique and ground-breaking piece, these two icons will intersect where suspense entertainment meets engineering mastery in precious materials. At Fabergé, we have license to creatively push boundaries and we're intending to make use of it like never before."

To apply for more information about the *Fabergé x 007 Egg Objet*, please contact sales@faberge.com.

ABOUT FABERGÉ

Fabergé, the world's most iconic artist jeweller, creates extraordinary jewellery, watches and objets d'art, as well as bespoke commissions for a discerning international clientele. Founded in 1842, Fabergé has been one of the most revered names in jewellery ever since Peter Carl Fabergé created the 50 ingenious Imperial Easter Eggs for the Romanov family between 1885 and 1916.

Fabergé was officially 're-launched' on 9th September 2009, and is a wholly owned subsidiary of Gemfields Ltd, a world leading supplier of responsibly sourced coloured gemstones. Today, Fabergé celebrates *'A Life in Colour'*, taking inspiration from its storied past to create original pieces which capture the Maison's past, present and future. By painting with the world's finest coloured gemstones, Fabergé explores the art of colour through creations which are designed to become future heirlooms. Celebrating the concept of the artist jeweller in today's world of luxury, Fabergé traces its legacy of excellence in creativity, design and craftsmanship to bring about a new era of enchanting and enduring personal possessions and gifts, designed to be worn and treasured by contemporary connoisseurs. Current collections are available online at Faberge.com, in-store at Fabergé boutiques in London, Dubai and Houston, via 'By Appointment' services in the UK and USA, as well as over 100 points of sale globally via authorised retailers.

Fabergé has already demonstrated notable success in creating modern day heirlooms with its recent partnerships, which include the *Fabergé x Game of Thrones Egg* (2021); the *Fabergé x Rolls-Royce 'Spirit of Ecstasy' Egg* (2018) and the *Fabergé Pearl Egg* (2016); and with this new addition to Fabergé's modern legacy, the brand continues to write a new chapter in its history.

ABOUT EON PRODUCTIONS

About EON Productions EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/ Wilson family. Danjaq is the US based company that co-owns, with Metro Goldwyn Mayer Studios,

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the copyright in the existing James Bond films and controls the right to produce future James Bond films. EON Productions, an affiliate of Danjaq, is the UK based production company that has made the James Bond films since 1962 and together with Danjaq controls all worldwide merchandising. For more information, visit 007.com & 007Store.com.

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