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Platinum: exclusive beauty and elegant brilliance

Increasingly popular amongst jewellery designers and consumers, platinum is a very special precious metal. Extraordinary designs can be created from this versatile metal. Over the next few pages, a number of renowned platinum jewellery designers and inhorgenta europe exhibitors explain why they prefer to work with platinum. They shine a spotlight on their latest platinum collections, and talk about the significance of inhorgenta europe to the platinum scene.

1) Georg Spreng, independent jewellery designer, WIsssgoldingen (Baden-Wuerttemberg): Why platinum? Very clean and pure, platinum's neutral colour means it is a blank canvas where jewellery designs can be expressed without distortion. It is much more difficult to work with platinum than gold, but it's worth it! If you like clean designs, platinum is the best.

In my current collection, there are two innovative, delicate and playful necklaces, "Bluetenrot" and "Ranken", that could only be created from platinum. There is a strong demand for quality, for exciting yet timeless design, and beautiful coloured stones. At the moment, rings and necklaces are very popular; and a special piece of jewellery can always be a little more precious, or better or a little more valuable. Whilst the latest designs are more playful, the jewellery always has to be of the highest quality.

For us, inhorgenta europe is the most important showcase for platinum jewellery. It is a must for our international clients, in particular our American customers.

2) Tom Munsteiner, owner of Atelier Tom Munsteiner in Stipshausen (Reinland-Pfalz): Platinum is the only white metal used in our designs using specially cut aquamarines and blue tourmalines. It is the purity of this metal that counts – as a rule we do not work with alloys such as white gold. We only create one-of-a-kind pieces, so all our jewellery is unique. The current platinum collection includes rings, necklaces, bracelets and earrings with aquamarines and blue tourmalines, combined with diamonds.

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inhorgenta europe plays a decisive role in Europe, and jewellery designers reap the benefits of the platinum area of the trade show. It is thanks to PGI Germany that the appropriate focus is on jewellery made from this metal.

3) **Dominique Labordery**, jewellery designer and winner of the Innovation Award 2009 by inhorgenta europe in the category "Platinum", Duesseldorf: The most pure and rare metal, platinum has a colour that is neither warm nor cold. This precious metal embodies elegance and understatement. For me this presents a challenge and also the inspiration to express the soulful side of platinum. There are those who see platinum as hard, austere or even distant in character, but by creating designs with a pleated, textile-like structure, platinum seems light and delicate. At the same time, designs such as my "Platinum Groove" ring that was the winner of inhorgenta europe's Platinum Innovation Award 2009, are created using pure, geometric forms. Square and circle are equally important and flow into each other with the help of wide platinum bands that have a pleated structure. The square represents the part of the human brain that is controlled by intellect, while the circle represents feelings and emotions. It is an exciting contrast that creates the soul of the piece. Jewellery has to be more than just an object, it has to reflect something special.

inhorgenta europe is very important to the platinum scene: I don't know any other place that offers such a broad spectrum of jewellery design. Here you can find platinum creations of every possible variation, from mass-produced to avant-garde jewellery.

4) **Helene M. Apitzsch**, jewellery designer, Munich: We have been working with platinum for almost 30 years – and it is still our "favourite" metal. Jewellers know that they can commission us to create pieces in platinum or platinum combined with yellow or rose gold. Known to be the most pure, precious metal, platinum is highly symbolic.

More and more people are becoming susceptible to allergies and cannot wear silver or gold alloys on a long-term basis. Why shouldn't the consumer go for the best? This year we had many enquiries for customized and hand-crafted necklaces and bracelets, even in the high-end categories.

Our new collection focuses on creative necklace and bracelet designs (see image), and we are also developing new earring and pendant collections for inhorgenta 2010. inhorgenta europe has become the most important trade show for the platinum jewellery scene. International visitors have confirmed this, with many commenting that it is the most important jewellery design show, and praising the event's great atmosphere.

5) **Sandro Erl**, CEO of Furrer Jacot AG, Schaffhausen (Switzerland): Platinum is the preferred precious metal at Furrer Jacot. Platinum's quality reinforces our brand values and meets our need for

exclusivity. Our company claim “Simply the Finest” is epitomized by platinum. If you, the consumer, have high expectations and are insisting on something special, platinum is the perfect choice. It is enduring and is the best precious metal to hold diamonds and show them in the best light.. Platinum is also truly understated and intrinsically valuable. Furrer Jacot usually offers its entire collection in platinum. This year’s collection features platinum combined with romantic design elements to create an exciting bond between the cool precious metal and the soft shapes of the design. Furrer Jacot believes that the platinum wedding jewellery sector will continue to go from strength to strength. There is increased demand for narrow, elegant ring designs, often highly polished. However, there still is demand for wide and extravagant ring designs. Trends are ultimately created by the consumer choosing designs that they like.

6) **Wilhelm Tigges**, general manager, Niessing Manufaktur GmbH & Co. KG, Vreden: For many centuries platinum has been considered one of the most precious and rare metals, yet at the beginning of the 20th century it disappeared for a while. During platinum’s renaissance in the 1970s, Niessing set new standards in production and design. Since then all of Niessing’s new designs are made in platinum and actively marketed. Recently we have seen a growth in desire for platinum, particularly in the wedding ring sector. There are special challenges when working with this precious metal, and these need to be taken into account when designing jewellery. Platinum, more than any other material, requires a conscious modern design language. No other precious metal has a naturally white colour that will never fade, nor is any other metal as enduring. 95% pure, the platinum alloy is excellent quality. It is regarded as the best precious metal to hold diamonds securely, and reflect their bright sparkle. The weight of platinum jewellery has a good, sensual feeling to it. There is a trend towards high-quality jewellery with a story, and this story is created by the sophisticated production methods used by the manufacturers and goldsmiths to work platinum.

In addition to wedding rings, our “platinum classics” include platinum and fine gold bands, hand-crafted bangles, the “Niessing Cord” with its collection of pendants, as well as platinum watches. There are always new interpretations, new combinations and improvements to our jewellery designs. At the moment we are working on new platinum jewellery ideas for the upcoming inhorgenta europe. inhorgenta is a European trade show for platinum jewellery. The area created at the exhibition by Platinum Guild International Germany featuring great manufacturers and designers all actively marketing their platinum jewellery, is unique. Any retailer looking for platinum jewellery simply cannot miss a visit to inhorgenta europe.

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