

Annexe 7

Van Eyck Fine Jewelry – Année 2014-2015



Summary

- 1/ Unique Experiences
- 2/ Functions
- 3/ International Events
- 4/ Printed Press Release
- 5/ Photos shoot
- 6/ Ad's
- 7/ Newsletters
- 8/ Social Media

This document does not include online articles about Van Eyck that were published neither 20 articles that were published in our blog.

4 5

**UNIQUE
EXPERIENCES**

Lifetival show - Now TV

17 June 2014



We couldn't be more proud to have launched Van Eyck Fine Jewelry which in less than a year has already featured in "Lifetival Show", one of Hong Kong's trendiest TV shows! What an achievement to receive the attention of the lovely Scarlett Wong and the rest of the team, and what a reward for the hard work of each of us, at Van Eyck Fine Jewelry team.

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Her Royal Highness, Princess Astrid of Belgium wearing a Van Eyck ring

26 March 2015



We were very honored and proud that Her Royal Highness, Princess Astrid of Belgium, was wearing "Bird Kind of Papua" ring of Van Eyck Jewelry's first collection "Birds of Papua" during the official reception in Dubai as part of the Belgium Mission in the U.A.E.

In Belgium, we all grew up under the great kindness of her father, King Albert II and the delicacy of her mother, Queen Paola. Their daughter, HRH Astrid of Belgium truly has all the qualities of a Princess: the beauty, the charisma, the enthusiasm, the attentive listening and compassion for the poorest. She is also a woman who puts all her energy to promote Belgium overseas and often presides economic missions.

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*Live Radio interview with
Abu Dhabi Classic FM*

27 March 2015



Alon Garty, founder of Van Eyck Jewelry, was invited to a live radio interview with Abu Dhabi Classic FM to talk about diamonds as an alternative investment and the launch of Van Eyck Jewelry first collection in Dubai.

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*Most Valuable Services Awards
in Hong Kong*

22 April 2015



This award acknowledges our fighting spirit in the face of adversity, our constant work to provide the best value to our dear customers, and our great reputation. Since we established Van Eyck Jewelry, our devotion to customers' satisfaction has been our biggest concern. Therefore, we have always been proactive and innovative, in a very competitive environment. Our reputation is attributed to our understanding of a customer's desires in order to tailor the best jewelry with our professional expertise and experience.

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*Van Eyck trophy for
The Hong Kong Royal Yacht Club
for its new Regatta Series*

17 May 2015



The Edmond de Rothschild Regatta Series hosted by the Royal Hong Kong Yacht Club is an outstanding opportunity to present our design and craftsmanship to an ideal audience. Having previously worked with the Club, we are excited to further develop our relationship with its discerning membership. We are equally excited about the opportunity to introduce our collection to the representatives and clients of the Edmond de Rothschild Group.

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FUNCTIONS

On Water Open Days event with Van Eyck Jewelry

26-27 April 2014

We were thrilled to invite Van Eyck Fine Jewelry customers to discover the yacht show and also test drive the newest Maserati. Some of our customers told us that they had never felt as alive as they did on that day! This is why we pursue this dream of Van Eyck Jewelry, to go beyond experiences, to move our customers as much as we can and expose them to things they won't be able to find in mainstream retail. More than 250 guests returned home fulfilled, happy and inspired.



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Once in a lifetime inauguration launch party at the Residence of Consul General of Belgium

13 May 2014

When the Consul General of Belgium Mr. Evert Marechal mentioned that Van Eyck Jewelry is a testament to the "fine quality of Belgium's diamond industry", we couldn't have been more proud! It is a great compliment and one more motivation to go beyond creativity. Among our great guests, we have been charmed by the presence of the famous actress and singer Amanda Lee; she loved our unique designs and the philosophy of the brand. Her kind words about Van Eyck Jewelry moved every one of us, and we thank her for her kind presence.



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Champagne with amazing women at Van Eyck Jewelry Show-room

12 June 2014



We invited into our showroom, two great women, Katarina Lin, blogger and Tara Loader-Wilkinson, editor of the magazine Billionaire. They were amazed by the collection and the philosophy of our brand and seduced by the creations of the collection ". They will remember the mysterious box holding the ring but she won't reveal its secret... This box and its ring are like a journey, a new way of enjoying jewelry.

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Introduce Van Eyck Jewelry to Oya clinics VIP'S

16 June 2014



We had the great honor to introduce Van Eyck Jewelry to Oya clinics VIP customers. In ancient mythology, Oya is known as the goddess of wind and the spirit of change. Oya Clinics and Van Eyck Fine Jewelry gathered around the themes of Beauty & Elegance. The selected guest had the opportunity to try a selection of limited edition rings from the inaugural collection "Birds of Papua".

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Zoe Chan in the Show-room of Van Eyck Jewelry

2 July 2014



What a joy to once again meet Zoe Chan! This elegant woman founded the website "Normal Chic" in 2011 and offers a keen eye on fashion, beauty, arts and cultural life of the human soul. She loved to meet the man behind the brand and talk about diamonds and the "Birds of Papua" collection.

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Celebrating the Art with Van Eyck Jewelry

12 September 2014



Celebrating its great Art heritage, Van Eyck Jewelry unveiled its first Collection "Birds of Papua" to its dearest customers, during a private session in Hong Kong. Guests sipped champagne as they admired some of Van Eyck Jewelry's most iconic designs as well as the stunning view of a private house in Stanley, a marvelous space with 4 floors, a swimming pool and a sea view! Attendees had the chance to appreciate a unique piano recital by the Chinese pianist, Ernest So, while discussing style with Carla Snajder from CARLA Personal Styling, a Hong Kong based company that provides luxury styling solutions.

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More than a Show-room...

15 September 2014



When Alon Garty, founder of Van Eyck Jewelry, imagined the Show-room of Van Eyck Jewelry, he wanted something « unique », a place that would not only be just a show-room but a real experience touching every sense. His best wish would be that each visit at the Show-room would remain a remarkable memory in his client's life. Therefore, everyone from Van Eyck Jewelry team worked hard focusing on every little detail that makes the visit at the Show-room a memorable moment, filled with love, passion and care. The showroom opened in September 2014.



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Audi China Coast Regatta Gala Dinner

7 October 2014



We had the great honor to introduce Van Eyck Jewelry at the Royal Hong Kong Yacht Club. This institution is one of the oldest sports clubs in Hong Kong and is proud of its rich, colorful history, which stretches back over 160 years of social and competitive sailing and rowing. This private event was a fantastic opportunity to appreciate this breathtaking view over the harbor of Hong Kong while discovering the stunning first Collection "Birds of Papua".



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Island Shangri-La on a lovely Saturday Afternoon

12 October 2014



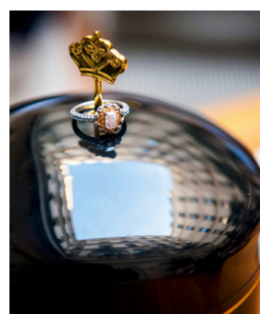
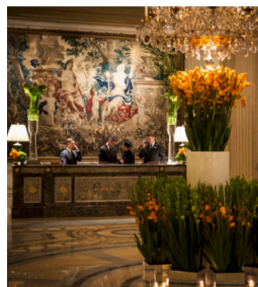
We had the opportunity to invite customers for Champagne to view a selection of limited edition rings from the inaugural collection "Birds of Papua", in partnership with The Reserve. During this lovely afternoon, guests had the chance to try the rings on and listen to Alon Garty, founder of Van Eylek Jewelry.

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Meetings with bloggers Beneath the Parisian Sky

17-18 October 2014



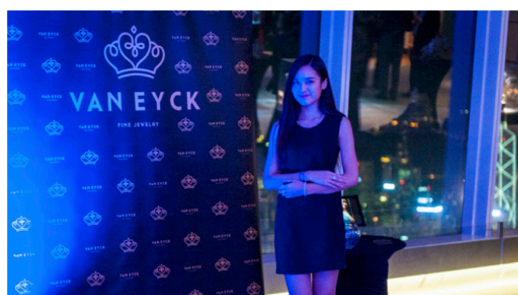
We were on our way to Antwerp and we thought it would be a great opportunity to meet some of our French Followers & Fans... Unfortunately, 2 days isn't enough to meet everyone and we hope to be back in this City full of charm, very soon. It was very moving for us to listen to each of them, describing with their own words what they feel while wearing a ring from Van Eylek Jewelry. We are very grateful for the bond we created with our Van Eylek Jewelry community of ring lovers and Fine Jewelry aficionados.

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*An experience at 393m above sea -
Luxury Network Gala Event
at Sky 100*

29 October 2014



We were honored to show case our jewelry at the Luxury Network Gala Event at sky100 Hong Kong Observation Deck on the 100th floor of ICC, the tallest building in Hong Kong. At 393 m above sea level, our guests had the chance to try and enjoy our rings.

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Launch in Opera Gallery Dubai

1 December 2014



We are sincerely glad to announce that Van Eycck Jewelry is distributed in Dubai. Dubai's most discerning jewelry buyers, socialites and fashion figures, flocked to Opera Gallery Dubai earlier this month, for the exclusive launch of Van Eycck Jewelry in the Middle East. Taking place in the gallery's exquisite 'black room', home to numerous Picasso, Miro and Chagall paintings, we displayed our latest collection. The event was attended by Her Excellency Dominique Mineur, Ambassador of the Republic of Belgium to the United Arab Emirates, who made a short speech praising Van Eycck's entrance into the region.

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An evening at Kee Privet Member Club

10 December 2014



Before the busy holiday season, 30 VIP members of the Platinum club of "IP Global", luxury property Investment Company, were invited to close 2014 with in good taste! KEE Club is a private members club and one of our favorite places in Hong Kong. It wouldn't have been the same without the touch of Marc David, Kee club General Manager, who is so energetic and vibrant. Delicious Italian fine food was served and the guests enjoyed the live performance of Laura Weinbach, a young singer who came to town for just a few days all the way from San Francisco.

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Private lunch in Crown Wine Cellar

15 December 2014



We had the pleasure to host 12 distinguish ladies for lunch at the beautiful Crown Wine Cellar privet member club. Among our guests were fashion designers, volunteers against human trafficking, interior designer, entrepreneurs, book author and president of the Hong Kong breast cancer foundation.

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Enlighten Charity Gala - "A Night at the Opera"

23 January 2015

Donating to charities is more than just an action for Van Eyck Jewelry; it is a way of being and integrating ourselves in the world, with everyone. Therefore it was very natural for Van Eyck Jewelry to be associated with this gala evening, organized by Enlighten, a charity helping people with Epilepsy mostly in China.

Held in the Diamond ballroom at Ritz Carlton, the Gala took place at the ICC tower, under the theme of "A night at Opera". Many local stars, socialites and wealthy businessmen joined this Gala. Among the 300 VIP who came to the event, we had to honor to meet Anson Chan - former Chief Secretary in both the British colonial government of Hong Kong and the Hong Kong Special Administrative Region government under the Chinese rule.



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Investing in Diamonds seminar

29 January 2015

Alon Garty, founder of Van Eyck Jewelry, is often interviewed on the reasons why Diamonds lately became such a great investment. This time, Van Eyck Jewelry has been invited to the seminar organized by IP Global, an International Luxury Property management group. It gathered 30 VIPs from their Platinum club, who came to listen to the presentation "Alternative investment: Start investing in Diamonds".



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Pre Valentine's Day afternoon drinks on a Luxury Yacht

6 February 2015



Van Eyck Jewelry appreciates their dear customers. Therefore we organized a pre-Valentines day party on a luxury yacht! One of the things that make Hong Kong so unique is sailing out to one of the many islands nearby, especially when you are sailing on a luxurious Yacht operated by our partner Riviera Orientale.

Pre Mother's Day afternoon High Tea

29 April 2015



The Tea Saloon by Another Fine Day is one of the best addresses for high tea in Hong Kong. This is where Van Eyck Jewelry invited its dear guests and their friends over for a delicious moment in this Victorian boudoir.

Besides candies and other sweet and salty dishes, Alon Garty introduced its farandole of Natural Fancy Color Diamonds. Our dear guests could try the rings, marvel on the jewelry box and learned more about gemstones via the expertise of Alon.

Youth Diabetes Action Charity Gala – “A Night at the Races”

9 May 2015

We all have a collective responsibility in this world. There can be no sustainable development without respect of the principles of brotherhood, justice, equity and solidarity. These values are fundamental to each person of the Van Eyck Jewelry team. We are fortunate to work in a world that shines, so it is our duty to give back a little bit of that light. And no doubt that our marvelous collection of Natural Fancy Color Diamonds can illuminate people's lives.

That is why Van Eyck Jewelry committed to the association “Youth Diabetes Action” that launched the evening “A night at the races” to support these women and men fighting to advance the medical progress. Located in one of the most beautiful reception rooms, the Grand Ballroom of the Conrad Hotel, the evening dress code was to “black & white” and brought together all of the most influential people in Hong Kong.



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Ladies Dining Society

16 May 2015

“Ladies Dining Society” meets once a month in Hong Kong, always at a finest location. This time, they gathered at this exceptional hotel, in a private room at the Italian restaurant Tosca, a gastronomic paradise. After introducing Van Eyck Jewelry's philosophy, founder Alon Garty gave the opportunity to each lady to choose and wear rings 2 during the lunch. It created such an interactive & exclusive atmosphere, each of them showing their rings to each other. Two-Star Michelin Chef Pino Lavarra came to explain about the meal, along with the great advices of the beautiful Karin, Wine Master and Maria, Food Master.



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INTERNATIONAL EVENTS

September Hong Kong Jewellery & Gem Fair

16-19 September 2014



Jewelry and diamond lovers had the chance to visit us at the International Hong Kong Diamond and Jewelry fair at the Belgium pavilion in our booth 5B13 between 16-19 of September 2014.

Dubai Jewelry week

3-6 December 2014



Jewelry lovers had the chance to visit us at the International Dubai Jewelry week at the European Avenue in our booth B230 between 3-6 of December 2014. We have been talking to nationalities we have never met up to now and we are very grateful for having such an opportunity.

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March Hong Kong Jewellery & Gem Fair

2-5 March 2015



It is thus quite natural that the world's premier trading hub for jewelry welcomed the 2 main Jewelry fairs: Hong Kong International Diamond, Gem & Pearl Show and the Hong Kong International Jewelry Show. Van Eyck Jewelry and its most reliable and steady partner Windiam displayed its first Collection Birds of Papua, which marveled the guests.

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*Belgium Economical Mission to
the United Arab Emirates*

23-27 May 2015



Van Eyck Jewelry was very proud to participate in the Trade Mission in UAE lead by HRH Astrid, Princess of Belgium Representative of His Majesty the King and several Belgium Ministers arose. The Trade Mission was an extraordinary and impressive experience. More than a success, it was the largest ever in UAE with more than 400 Belgium business professionals from all fields such as oil & gas, logistics, finance, banking who came to network and find new opportunities of collaboration with local companies.

PRINTED
PRESS RELEASE

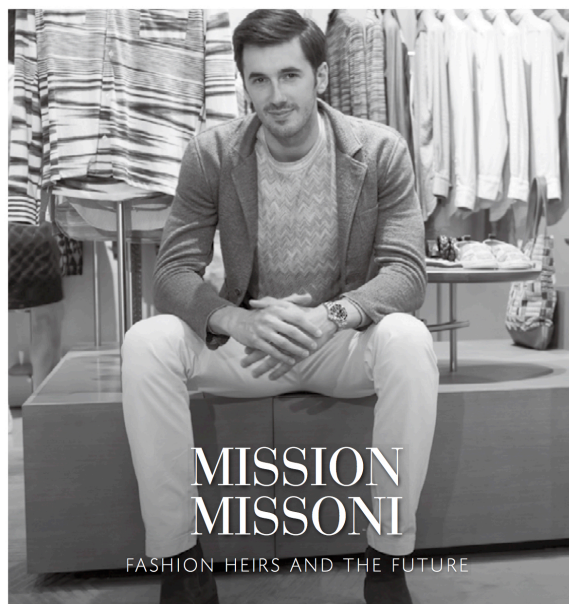
The Reserve

Mar 2014

PUBLICATION: The Reserve
 DATE: March 2014
 PAGE: P. 118 - 121
 EDITOR: Dominique Afacan
 LANGUAGE: English
 FREQUENCY: Quarterly
 CIRCULATION: 30,000 in Hong Kong and China
 MEDIA VALUE: Double page spread USD 10,200 x 2
 Total value: USD 20,400

THE RESERVE

INVITATIONS | INVESTMENT | INSIDERS | INSPIRATION



INVESTMENT

Where to buy art online, why to stock up on Japanese whisky and how wine has gone large

INSIDERS

Supermodel Bonnie Chen, architect extraordinaire Jean-Michel Gathy and artist SK Lam

INSPIRATION

Eight great finds at PMQ, million-dollar suits and why Phuket is the top new destination for luxury

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INSPIRATION
Van Eyck

OUT OF THE BOX

An exclusive glimpse into the world of Van Eyck – a new jewellery brand with a difference

WORDS BY DOMINIQUE AFACAN

With so many luxury jewellery houses now jostling for space in Asia, brands and even their glib offerings can start to feel a little bland. These days, it takes a whole lot of creativity to break the mould and capture the consumer's attention. Enter Van Eyck. This new super-high-end jewellery brand has just started to get noticed in Asia - and they have a very different approach. The brand is named after the Flemish painter Jan van Eyck, whose work used to be exhibited in the Museum



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118 RESERVE

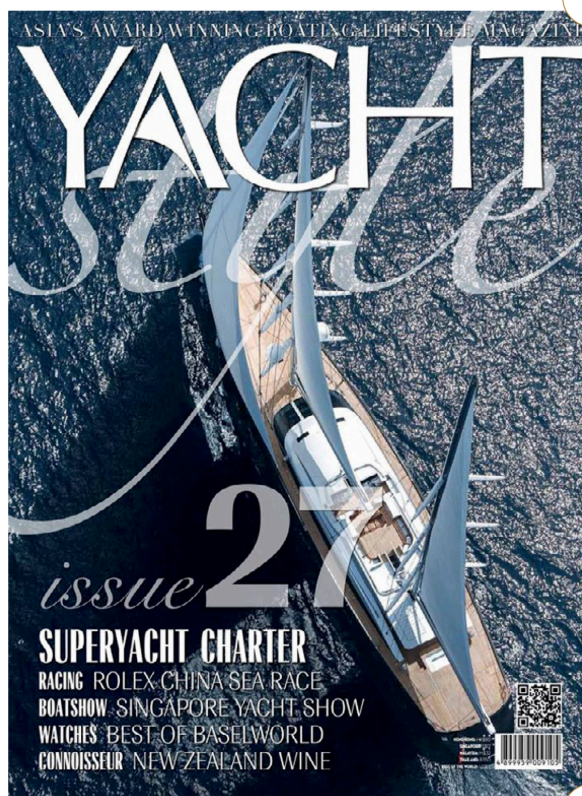
RESERVE 119

75

Yacht Style

March 2014

PUBLICATION: Yachtstyle Asia
 TITLE: YACHTstyle
 DATE: Jan/Apr/Jul/Oct
 EDITOR: Suzy Rayment Managing Editor
 LANGUAGE: English
 CIRCULATION: 15,000



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INSPIRATION
Van Eyck

of Fine Art, close to where the founder, Alon Garry, used to live in Antwerp, Belgium. Alon would often take visitors to the museum and stop to admire his paintings. It's little wonder that it was this particular artist's work that kept catching his eye – Jan van Eyck was actually one of the most important artists of the 15th century and one of the first to paint jewellery and precious stones. Inspired by his life story and innovative approach 600 years ago, Garry chose to name his brand Van Eyck. "I found that in today's world consumers are looking for quality craftsmanship, identity and a story to tell. Van Eyck represented all of these qualities to me."

"The brand symbolises a blend of art and jewellery," explains Alon. "It has a Belgian heritage and legacy and will grow in value over time."

Alon put together a dream team of the world's best talent, ensuring that the finished pieces could not fail to impress. "It wasn't easy to find our designer. I promise you that I searched all over the world. I wanted somebody who would really do things differently." Eventually Alon found Iwonna Poplanska in London. Iwonna designs and develops fine jewellery pieces for royalty and the global elite. In 2012 she won the British Jubilee award and Queen Elizabeth II chose to wear her pieces at Christmas.

The creative team also decided to revolutionise the packaging experience. As Alon points out, "When you buy a diamond ring today, or at any time in the past 30

years from any jewellery brand in the world, you receive the same classic box." The Van Eyck team set to work to change that and have created boxes so intricate and unusual that customers end up valuing the packaging in its own right.

So what about the contents? Alon explains, "We do not want to just be good because being good is boring. We want to produce something remarkable and to show we are different, this is our main asset."

Van Eyck's inaugural collection, *Birds of Paradise*, consists of just 25 intricate rings modelled on these exceptional animals unique to Papua New Guinea. Alon explains, "They are special because they represent something that stands out. They gave us the inspiration for how the familiar can become extraordinary."

Each piece of jewellery takes over 1,000 hours to complete and the craftsmanship is second to none. The entire collection uses natural fancy colour diamonds. For those who don't know their diamonds, fancy colours are extremely rare – only about 1% of diamonds have enough colour to be labelled as such. Alon is keen to point out the company's ethics when it comes to diamond sourcing, too. "We work closely with the Kimberly Process, a UN organisation that assures miners have good working conditions and that the money is not financing rebels or terrorist groups."

On the inside of each Van Eyck ring is a pink sapphire



Every woman that wears a Van Eyck ring would identify with the cause that the brand supports

signature – a secret for the owner's eyes only. The pieces are all limited edition and owners receive original sketches by the designer, along with information about the bird that inspired the specific piece. "It's like buying a piece of art," says Alon. "You won't catch your friend wearing the same piece. It's something that grows in value and becomes a part of the owner's heritage. Something that can be passed on from generation to generation."

Alon is proud too of the brand's dedication to charitable causes. "With each collection we release, we support a cause that shares our philosophy. Every woman that would wear a Van Eyck ring would identify with the cause that the brand supports. Each collection, each jewel has a meaning, beyond words, beyond shapes or colours, it has spirituality. Van Eyck aims to support an NGO programme for every collection with a related cause."

Shira Prastvi, our first muse, was a city girl active in several NGOs in Jakarta devoted to helping children. In 2004, on assignment in a remote area of Central Sulawesi, she fell in love with the variety of birds she saw every day. Now she is running bird-watching tours in the hope of convincing local residents that its wildlife needs to be protected. Last year, Shira started the Papua Bird Club, which aims to teach children in isolated areas to read and write as well as guide them through bird watching. She wants to make a difference, as does Van Eyck – which will donate 1% of all revenue to the charity. e

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FINANCIALLY In the Pink

"I'm just an old-fashioned girl
Diamonds are for me
Have them made in violets
By the man at Tiffany..."

TEXT BY NIC BOYDE

Ertha Kitt, huntress of millionaires, was aware that to get violets you needed coloured diamonds, and it is this that requires the pre-acquired 'old-fashioned millionaire'. Any reasonably successful singer could afford the usual white, or colourless, diamonds. To get pink or violet ones needed real money.

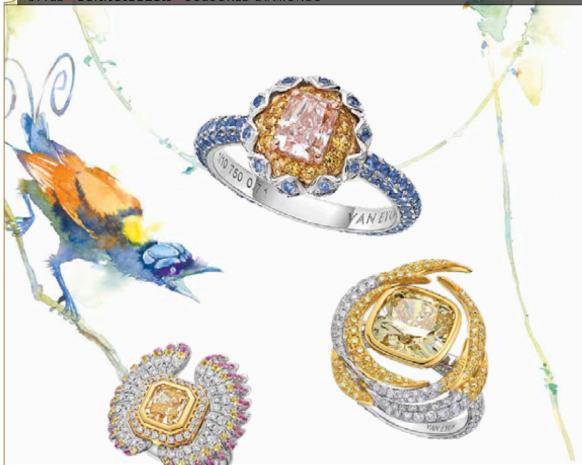
All that has changed since the '50s is that coloured diamonds are even rarer and even more expensive. Are diamonds therefore an investment class? Diamonds are a strange investment – they are both the hardest natural substance, yet fragile if struck along a fault line. They are graded by colour – with the most colourless being the most valuable, unless the colour is very strong, in which case

the reverse applies, and values shoot off the scale. They are portable, marketable, yet sometimes their true value is in their provenance, supported by the right pieces of paper. They are a commodity, yet scarce, even rare. They are sold by the pound and by the microgram. They don't pay cash dividends any more than gold does.

They go up and down in value, except strongly coloured diamonds which seem only to have ever gone up.

While the world's diamond markets are controlled by a small number of firms, the de Beers' cartel is a thing of the past. New sources of supply from Canada, Russia, Australia, and non-de Beers Africa have changed the supply and demand dynamic once so carefully controlled. Diamond prices are more market-

OPPOSITE AND ABOVE: Blue diamonds



Buyers of fancy coloured diamonds, particularly pink diamonds, on the other hand, have seen values relentlessly rise.

driven and fluctuate with the economic cycle, and anybody investing in regular diamonds over the last fifteen years will have seen his portfolio reduce in value slightly.

Buyers of fancy coloured diamonds, particularly pink diamonds, on the other hand, have seen values relentlessly rise. Trade sources claim that these have doubled in value every five-six years over the last 25 years. These stones are so incredibly rare, especially the large stones, that the firm that produces the bulk of them has been able to raise their prices every year since mining commenced. 99% of the world's production comes from one mine in Western Australia. This 99% represents only 0.1% of all the diamonds produced at the mine.

A famed pink diamond specialist in Sydney, Michael Neuman, told me: "Other coloured diamonds owe their colour to atoms of other minerals incorporated into the diamond crystal – blue comes from boron, yellow from nitrogen. But no-one seems to know why pink diamonds are pink. The best guess is some form of molecular distortion, but no-one really knows."

Worldwide, for every 10,000 carats of diamonds mined, only one carat will be fancy coloured and less than one carat in a million are pink. Prices for high quality natural coloured diamonds have risen by an average of 10 to 15% per annum (since the early 1970s when formal records started to be kept). The rarer colours, higher grades and larger sizes have enjoyed the greatest increase in value.

In 2005, the coloured diamond market was particularly buoyant. "The market for natural coloured diamonds is very strong at the moment and prices have risen by 25% within the last year," said Andrew Coxon, vice president of De Beers in London, quoted by Steven Henschoff of Pastor-Genève. In 2011, while the market for colourless diamonds fell, coloured stones held their own.

The very best stones, over one carat and with intense colour, sell for fabulous sums. Buyers at Sotheby's and Christie's in London are from the Gulf, India and Russia and diamonds are changing hands at over USD1m per carat. Earlier this year a huge 59-carat pink diamond changed hands at Sotheby's at

a valuation of USD72m. That's USD1.2m per carat. Fifteen years ago at a Christie's auction in New York a 3.14 carat Argyle pink diamond sold for USD1.5million. The current price for a flawless 1-carat white diamond is in the order of USD10k.

New pink stones brought to the market by Rio Tinto's Argyle mine are sold by tender, and the USA, Asia and Europe are the largest markets, with prices reaching USD100k per carat, and over a million for the occasional very large stones. There is no escaping the facts – pent-up demand or new demand it is demand, and it is driving values ever higher.

The pressure from demand is supplemented by the downward pressure on supply: the Argyle mine's production of pinks is decreasing, and a decision to move away from alluvial deposits and focus on underground mining is believed by industry observers to herald a further reduction in supply, especially of the finer and larger stones. Industry sources expect Rio Tinto to continue to increase their prices.

Short- to medium-term prospects for the value of stones seem good but money in diamonds should only be a small part of a balanced portfolio: this is essentially a speculative investment and should only be entered into by those with the appropriate knowledge and advice. Nor is the market liquid: unlike shares in major companies that trade every minute of the day, it may take time for a trader to get a buyer for a particular stone at the right price.

There are other ways to get involved in the diamond market. Their shares have doubled in 10 years, and paid solid dividends along the way. There's definitely more money in selling diamonds than holding them – coloured stones perhaps apart. You will look in vain for coloured diamonds on the Tiffany website. They have some, but they are strictly not for sale. Rio Tinto (LSE:RIO) sell their pinks by sealed tender once or twice a year. Their shares have done well too. From a practical point of view, you can spread your risk across a lot of shares in diamond-seller stocks for the cost of a 3-carat pink. I'll stay with the shares: just don't tell the wife.

ABOVE CLOCKWISE FROM LEFT: Coloured diamond and gemstones (ring from the Van Cleef & Arpels Paris collection); Pear shaped pink diamond (10.6ct); Coloured diamonds and traditional ring (left)

STYLE Magazine - South China Morning Post

Mar 2014



PUBLICATION: STYLE Magazine - South China Morning Post
TITLE: Gems of an idea
DATE: May 2014
PAGE: P. 36
EDITOR: Jacqueline Tsang
LANGUAGE: English
FREQUENCY: Monthly
CIRCULATION: 107,426 copies per issue
DISTRIBUTION: At major newsstands in Hong Kong with SCMP
MEDIA VALUE: USD 2,800



Sketch of Greater Bird of Paradise by a Van Eyck designer

BIRDS OF A FEATHER

The boundaries between jewellery and art continue to blur. Hong Kong-based jeweller Van Eyck, named after a renowned Flemish painter, embraces the same ideology with the release of its inaugural collection, Birds of Paradise, during its brand launch this month.

London-based creative designer Ionna Poplanska, who won the British Jubilee prize in 2012 for a brooch exclusively designed for Queen Elizabeth II, took inspiration from the exotic birds from Papua New Guinea. She created 25 stunning rings for this debut collection, each of the pieces features rare diamonds of a wide variety of colours, in addition to a pink sapphire set inside each ring, visible only to the wearer.

As part of its truly exclusive experience, the brand's jewellery is not available at retail outlets or even international jewellery fairs. Instead, carefully selected clients are invited to Van Eyck's private showroom in Hong Kong, where they can enjoy the collections and also spend time with the artisans in a private, intimate setting. On choosing a piece, the owners are also given the original sketch by Poplanska, and information about the exotic bird that inspired her to design the piece.
 Jacqueline Tsang



MAY 2014 > STYLE

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Keypad Magazine

Mar 2014

PUBLICATION: Keypad Magazine
TITLE: Private Passions
DATE: May 2014
PAGE: P. 92 - 94
EDITOR: Jimmy Li
LANGUAGE: Bilingual (Chinese and English)
FREQUENCY: Bi-Monthly
CIRCULATION: 45,000 copies per issue
DISTRIBUTION: Hong Kong, Macau, Taiwan, China
MEDIA VALUE: Full page USD 3,200 x 3 pages
 Total: USD 9,600



KEYPAD

MANY ASPIRE - FEW ATTAIN
 很多渴望 - 少数人能拥有

KEYPAD MAGAZINE 鑰匙雜誌
 2014 MAY/JUN | 148 PAGES

周顯揚 Mr. Roy Chow

— RISE OF THE LEGEND —

藝術世界 THE WORLD OF ART

ART BASEL | LE FRENCH MAY | BASELWORLD 2014

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LIFE | PRIVATE PASSIONS

R: 你的品牌為何取名Van Eyck?

A: 當我在安特衛普的時候，我家旁邊就是藝術博物館。我從那裏的一個十五世紀比利時畫家Jan Van Eyck得到啟發，他是在歐洲畫寶石、鑽石的先驅，揉合了寶石和藝術，對之後的文藝復興影響甚深。

R: 那你的珠寶背後有什麼故事?

A: 我第一個系列Birds of Paradise靈感取材自巴布亞新幾內亞裏顏色鮮豔非常的鸚鵡鳥，而我們則用上最罕有的彩鑽去重現它們的美態。這系列的部分收益會捐贈予當地保護這些罕有雀鳥的組織，令到購買及收藏這些藝術品的意義更加圓滿。

R: Why your label is named Van Eyck?

A: I lived right next to the Museum of Fine Art when I was in Antwerp. From there, I got inspired by a renowned Flemish painter Jan Van Eyck. He was one of the most important artists of the fifteenth century and a pioneer in painting jewelry and precious stones. Van Eyck represented the marrying of art and jewelry with strong heritage and set the course of the Renaissance thereafter.

R: What is the story to tell about your jewelry?

A: My inaugural collection - Birds of Paradise - was inspired by the extraordinary colourful Paradisaedae found in Papua New Guinea. We handpicked the finest natural fancy colour diamonds to showcase the beauty of these birds. Part of the revenue goes to NGO that promotes the protection of these amazing birds. ■



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HONG KONG, Alon Garty

R: Richard, A: Alon Garty

R: 從那時及為何從事攝影師的工作?

A: 我在以色列服了三年兵役後來東南亞旅行，在尼泊爾那裏風景優美，而且菲林非常便宜，那我便開始了攝影的工作。一天我帶著沖曬出來的作品回到取景的地方，遇到了一位高人，他看到我的作品給我提供很多意見，及後我的作品不斷進步，繼而在世界各地展出。在香港的作品也出了一本書，名為《HONG KONG》。

R: 作為攝影師的你為何會成立珠寶設計品牌?

A: 我父親是一位外交官，自少便有機會接觸到世界各地不同的珠寶，而現今高檔珠寶消費者追求的是頂級手工、獨特身份及收藏價值，可是令我感嘆的是現今的大品牌，很多也是互相仿效，失去了一件高級珠寶作為藝術品的完整性，這樣我便打出一個新的概念，新的品牌。

R: When and how did you become a photographer?

A: After 3 years of military service in Israel, I travelled to Southeast Asia for vacation. I was deeply attracted to the beautiful scenery in Nepal. Films were very cheap over there and that helped me started photography. One day I brought along my photos to the scene where met an old wise man who gave me invaluable advice. Since then, I continue to improve and held a number of worldwide exhibitions. I also published an album entitled HONG KONG.

R: As a photographer, why did you start a fine jewelry label?

A: My father was a diplomat and I got the chance to expose to fine jewelries around the world. Nowadays, fine jewelry consumers look for top craftsmanship, identity and a story to tell. Unfortunately, what is frustrating is that products of most of the big brands are very similar to each other and lack originality and creativity. So I want to bring something new to the fine jewelry world.

LIFE | PRIVATE PASSIONS



PRIVATE PASSIONS

Talk | Richard Hong, Photo | Manon Ng, Art | Timothy Chau

人生的依歸不應只在工作，而是專業生活中體現真我。《Private Passions》專訪成功人士，揭示他們背後鮮為人知的興趣及嗜好。Alon Garty出生於特拉維夫，自幼隨隨處外交官的父親居住世界各地，二十一歲那年他到了尼泊爾，開始用攝影記錄在亞洲各國所見所聞。這位攝影師及後被比利時著名畫家Jan Van Eyck所啟發，進軍設計世界稀有珠寶。這品牌第一個設計系列靈感來自巴布亞新幾內亞顏色鮮豔的鸚鵡鳥。

Life is not only about "making a living"; it is a process of self-realisation through "living a life". "Private Passions" reveals and showcases little-known interests and hobbies of successful people. Born in Tel Aviv, Alon Garty travelled and lived in different parts of the world following his father who was a diplomat. Alon's passion for photography began during a journey to Nepal at the age of 21. This photographer was later inspired by a renowned Flemish painter, Jan Van Eyck, and started his fine jewelry design venture. The brand's inaugural collection, entitled Birds of Paradise, was dedicated to the Paradisaedae with flamboyant colours found in Papua New Guinea.

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Hong Kong Jewellery

Jun 2014

PUBLICATION: Hong Kong Jewellery Magazine
TITLE: Belgium Heritage
DATE: June 2014
PAGE: P. 44 - 45
EDITOR: Vivian Wu
LANGUAGE: Bilingual (Chinese and English)
FREQUENCY: Quarterly print and online
CIRCULATION: 8,000 per issue
DISTRIBUTION: At major Trade fairs in Vicenza, New York, Las Vegas, Bangkok, Dubai, Ukraine, Seoul, and major cities in Mainland China.
MEDIA VALUE: Full page USD 1,200 x 2 pages
 Total value: USD 2,400

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HONG KONG JEWELLERY
 The International Magazine for Jewellery Professionals
 2014 / 2
 香港珠寶

HK jewellery in a new era
 香港珠寶業進入新時代
 Hot colour & style picks
 最新流行色彩及設計精選
 Malaysian market making inroads
 大馬路買業穩步向前
 METS 2014 preview
 METS 2014 預覽

S.J. Lau

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Belgium heritage 傳承比利時藝術

IN today's world, more players in the jewellery industry relocated their market to Asia especially the Greater China, which is an increasingly growing, volatile and complex market. The growing affluents are seeking alternatives for investment such as real estate, stocks, fine arts and high-end jewellery for sure. This is why Alan Garty, founder of Hong Kong-based jewellery brand Van Eyck Fine Jewelry, marked the brand's global launch in mid-May, bringing out limited designs of fancy-coloured diamond jewellery and targeting discerning investors and collectors.

Named after a Flemish painter, an artist in the 15th century, who portrayed the reflection of light caught by jewellery, the brand has a story behind dating back to Garty's time in Antwerp. He recalled: "My apartment was behind a fine art museum. Everytime I had guests, I would take them to visit the museum. I remember there was a painter called Jan Van Eyck whose personal motto impressed



me besides his ingenious approach to oil paintings. It was called 'Als ik Kan' meaning 'as I can'."

"Being inspired by his innovative and artistic works, techniques and life story, I want to create a brand with a Belgium heritage and a combination of arts and jewellery. We also use the quote 'as I can' as brand slogan as tribute to him and to remind us to offer the best to our customers," he added.

Each piece of Van Eyck's jewellery is designed and made by Ivonna Poplanska, a London-based multi award-winning luxury jewellery designer. "Our target clients are not seeing Van Eyck's jewellery as their first engagement ring. They are looking for an emotional journey and a sense of legacy for valuing a high-end piece. For Birds of Paradise, we will sell maximum 250 rings," Garty explained.

As a diamond wholesaler since 2005, Garty once lived and worked in Antwerp, Belgium where, according to him, not only has a long and distinguished history of diamond business but also an artistic tradition that goes back to the Middle Ages. In 2008, he founded a diamond sourcing and trading company

Windiam Asia based in Hong Kong after he gained working

experiences in marketing polished diamonds across Europe.

In an interview with Hong Kong Jewellery in his newly set up showroom in Central, Hong Kong, Garty introduced Van Eyck's inaugural collection, Birds of Paradise, which contains 25 pieces of fancy-coloured diamond rings. "It was very natural from diamond trading to launch a jewellery brand. I have been in the jewellery business for nine years. What I have seen in diamond trading is becoming much unified and the prices are transparent on the Internet," he said.

"If you see all the major auction houses such as Christie's and Sotheby's, the price records always belong to the fancy-coloured diamonds. I also met more group buyers and banks who are investing in rare and unique pieces," he explained.

"Since the past three and a half years, I have been studying different luxury goods consumption trends in general. Today's some people are looking for something exclusive with top craftsmanship with an identity and a



story behind," he continued.

"Asia still has huge growth. People here are very alert to the economic crisis and diversifying their investment. Thus I believe the prices of pink, orange, yellow and blue diamonds will grow 10 to 15 percent in the next five years," he said.

"Priced from US\$30,000 to US\$400,000, each piece of Van Eyck fine jewellery uses fancy coloured diamonds above four carats directly purchased from the mines in Angola. "We are not going to exhibit in international trade fairs. Our jewellery is sold by invitation only at luxury places," he added.

Through partnership with international NGOs, Van Eyck Jewellery promises to give one percent of the net margin to the Papua Bird Club. "The philosophy behind the partnership is based on the simple concept of giving back. As we are inspired by the Birds of Paradise, we wanted to thank the creation and inspiration," he explained.

亞洲尤其是大中華地區市場佔據優勢，但經濟在波動中依然保持良好的增長勢頭。越來越多的富裕人將興趣從房地產、股票、藝術品以及高階珠寶進行分散投資，將目光投向了奇珍的珠寶品牌 Van Eyck Fine Jewelry。

她人Alan Garty抓住這一發展機遇，於今年5月中旬向全球市場推出該品牌，專門設計限量彩色鑽石首飾，以投資者及收藏家為目標客戶。

品牌命名源於15世紀一位佛蘭德藝術家名字，他在描繪珠寶光影方面造詣甚高。Alan回憶說：「在安特衛普，我的公寓落在一間藝術館後面。每次我有客人來訪時，都會帶他們去參觀藝術館。因為那裏收藏著一位名叫Jan Van Eyck的藝術家的作品，除了他擅畫描繪的油畫天鵝之外，他的人生格言「Als ik Kan」，意思為「盡其所能」令我印象深刻。」

他解釋說：「他的藝術及技術的創新和人生啟示給予了我靈感，令我想要建立一個可以傳承比利時文化的品牌，將珠寶與藝術相結合。同時，我們採用「盡其所能」作為品牌的標語，向這位藝術家致敬，亦從自己提供最好的服務給顧客。」

Van Eyck珠寶由倫敦設計師Ivonna Poplanska設計及製作，她曾在高階珠寶設計獲得多個獎項。Garty表示：「我們的目標客戶並不是將Van Eyck珠寶作為首飾訂婚指環，他們購買高階珠寶是在尋求情感寄托，一種可以傳承的價值。」

Garty位於比利時生活及工作，他認為比利時的鑽石行業擁有突出且悠久的歷史，其傳統



藝術亦可追溯到中世紀。他自2005年開始從事鑽石批發事業，在歐洲市場發展已打滾鑽石。2008年在香港成立了鑽石貿易公司Windiam Asia。

近期在香港中環新設立展示廳中，Alan Garty向「香港珠寶」介紹了Van Eyck Fine Jewelry的首飾系列。「Birds of Paradise」，該系列總共涵蓋了25個彩色鑽石指環。他說：「我注意到現今的鑽石貿易模式越來越統一，互聯網令傳統的價格透明度下降，九龍鑽石貿易展廳令我很自然地想從鑽石貿易轉型而推出自己特色的珠寶品牌。」

他解釋說：「如果你留意瑞士傳統蘇黎世珠寶業主要的拍賣行，你会发现彩色鑽石的拍賣價格不斷新高。工作中，我亦遇到更多的購鑽買家及銀行投資者的彩色鑽石。」

他續說：「在過去的三年半中，我研究了奢侈品市場經濟趨勢，發現一些消費者尋求高階工藝的奢侈品，設計獨特且具備故事。」

他說：「亞洲經濟仍顯大幅增長。這裡的消費者對經濟危機和分散投資的意識很高。所以我預計未來五年，粉紅色、橙色、黃色及藍色彩形市場會有百分之十五至十五的增長。」

Van Eyck珠寶定價為30,000至400,000美元，每一件珠寶採用四克拉以上的南非安特衛普彩色鑽石，他說：「我們不會參加國際珠寶展，而是直接與買家至我們的專業顧問。」

透過與國際非政府組織合作，該品牌承諾將利潤的百分之一捐贈給巴布亞鳥類俱樂部。他解釋說：「這種做法在鑽石社會，以此致敬 Birds of Paradise的作品帶給我們的創作靈感。」

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VPM
Jun 2014

PUBLICATION: VPM
DATE: June 2014
PAGE: P. 40 - 41
EDITOR: Crystal Qin
LANGUAGE: Simplify Chinese
FREQUENCY: Monthly
CIRCULATION: 80,000 copies per issue in China
DISTRIBUTION: Strategic luxury outlets
MEDIA VALUE: USD 32,300

JUNE 2014

VPM 俊尚

VIP Prestige Magazine

封面故事
倪妮
我是一个活在当下的人

夏日出游 防晒日志
世界极速之王
世界杯前夕
啤酒战

十分钟自制
吐可能量早餐
花样热夏 缤纷奥兰多
专业只因热忱
专访香港 ISA 专卖店配镜中心验光师 Jack

A Better Living
优质生活见学

VIP 欢迎取阅

Style · 时尚密码

璀璨盛夏

总 是希望夏天的节奏能轻盈跳跃，以优雅姿态，与阳光般耀眼。连新一季的珠宝也不例外，几个品牌都不约而同地以羽毛为造型，同时以彩钻或纯金材质，为这个夏日增添一抹缤纷动感。

Designer's Choice

在与设计总监 Nonna 聊天时，她毫不犹豫地从 25 款珠宝中挑出这一款。坦言这是她在此系列中设计的第一款，因此最接近自己的心声，由碎钻拼贴出来的羽毛显得轻盈剔透，仿佛能从画展的手中飞出一股，而中间镶嵌的 fancy yellow 颜色更散发着耀眼的光芒。

时尚密码 · Style



彩钻闪耀天堂光芒

或者你正是第一次听说这个以增长量取精采光线折射的瑞士品牌第一人称——范·艾克 (Jan Van Eyleck) 为品牌珠宝品牌，它早推出“天堂鸟”系列，包括 25 款设计精巧的耳环，以巴黎最新几内亚路的天堂鸟——天堂鸟为灵感来源，每款耳环全球只有 10 只。

为了打造出完美无瑕的耳环，每款优质的彩钻都是人手挑选进行镶嵌，最不可思议的是每一只耳环都镶上彩钻蓝宝石，及每只耳环都刻上标记只有拥有者方可察觉，出品反映出 Van Eyleck 工匠每道工序的设计实力！

创办人 Alan Gary 最佳于有“钻石之城”之称的北非城市安特立普对于钻石的崇拜十分虔诚，与金铂利在 (Kimberly Process) 紧密合作，亲自监督设计总监 Nonna Popelnik 身为珠宝设计师在二世的查基塔福记念设计商社，这些成为你可以通过她的领域成为专家之宝的课题。

为了展示出品牌的独特和利益，Van Eyleck 不会出现在各大珠宝展或一般百货公司，有兴趣的可以预约前往位于中区的私人陈列室，以便让客人在舒适及私密的环境下选购到最珍贵的珠宝。



为了保持独特的品牌设计，设计师范艾克精心挑选了八套条件身 Van Eyleck 的香氛。

Le Femme

Jul 2014

PUBLICATION: Le Femme Magazine
 DATE: July 2014
 PAGE: P. 160 - 161
 EDITOR: Dean O'Grady
 LANGUAGE: English
 FREQUENCY: Monthly

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TIMELESS STYLE AND ELEGANCE

la femme

HONG KONG // VOLUME 6 // 2014

LORO PIANA
 PIER LUIGI LORO PIANA
 TALKS BUSINESS, LVHM AND
 HIS PASSION FOR QUALITY

SERAPIAN
 AROAVAST SERAPIAN
 AND THE LAST MILANESSE
 HANDBAG BUSINESS

BEYOND
 JEWELLERY
 WALLACE CHAN SHINES
 AT LA BIENNALE DES
 ANTIQUAIRES

PLUS
 ALICE + OLIVIA
 THE
 JOHN HARDY

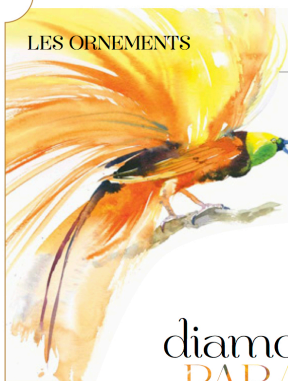


GISELE
 BÜNDCHEN

THE NEW FACE AND LEGS OF
 STUART WEITZMAN

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LES ORNEMENTS



diamonds of
 PARADISE

VAN EYCK TELLS LA FEMME THE FOUNDING STORY OF THE NEWEST FINE JEWELLER TO GRACE HONG KONG AND THE BIRDS OF PARADISE-INSPIRED FANCY COLOURED DIAMOND RING COLLECTION.

BY HUI XU



Opposite page, clockwise from top left: A sketch of a Bird of Paradise found in Papua New Guinea; the Greater Bird of Paradise Ring, set with a cushion cut fancy yellow diamond and brilliant round yellow and white diamonds; the iconic black jewellery jar of Van Eyck Jewellery.

Above: Ivanna Poplanska, the Creative Director of Van Eyck Jewellery, designing a jewellery piece. Left: Set with fancy pink, yellow and white diamonds, the Paradise Riflebird Ring is one of the most romantic pieces from the Birds of Paradise collection.

Coming from a diamond family, Alon Garty, an expert from Belgium, has been working in the jewellery industry specialising in rare diamonds, since 2003. Before moving to Hong Kong to found diamond trading company Windiam Asia 6 years ago, Garty lived in an apartment near the Royal Museum of Fine Arts, Brussels, which is where he drew the inspiration for his jewellery business. "When I was living in Belgium before moving to Hong Kong, my apartment was located behind the Royal Museum of Fine Arts. There is a painter that I remember the most; and his name is Jan van Eyck. He is an exceptional artist and a forward thinker, always developing new techniques to showcase his controversial ideas. He was actually

the first one who painted jewellery and precious stones. He had a motto in his life: Als Ik Kan, meaning 'As Best I Can' in Flemish. He used to sign this on his paintings to show 'this is the best I could do'. Being inspired by his innovativeness six hundred years ago, we decided to call the brand Van Eyck. We want to create a brand that has a Belgian heritage; a brand that is a blend of jewellery and art; a brand that would move on from generation to generation, and a brand that would bring something new to the fine jewellery world."

"Good is average and average is boring." Garty, the founder of Van Eyck Jewellery, told La Femme. To establish an outstanding business as he manifested, Garty has brought together a team of



talents to design, craft and promote his jewels. "Behind Van Eyck Jewellery is a team of amazing people, and it is that that I am most proud of. I believe our designers, creative thinkers and devoted craftsmen are the key to our future success," he said. Garty teamed up with London-based jewellery designer Ivanna Poplanska to launch the brand's first collection. Over Poplanska's ten-year career, the fine jewellery designer has designed and developed haute joaillerie pieces for prestigious individuals including Queen Elizabeth II, who wore a brooch, named 'The Eternal Dove', designed by Poplanska, at the celebration of Her Majesty's Diamond Jubilee in 2012. To attract the multi award-winning jewellery designer to join his startup,

Garty presented a number of impressive fancy coloured diamonds to Poplanska. "To work with these stones is absolutely gorgeous. Alon is a genius in terms of picking the most amazing fancy coloured diamonds I've ever seen," Poplanska commented. Garty's know-how in diamonds and shared her affinity with Van Eyck Jewellery. "Van Eyck understands not only the emotion with which a client values a true high-end piece, but also the sense of legacy. Each piece is the product of more than 1000 hours of design, development, gem selection and finishing. This jewellery will be a beautiful adornment for today, of course. It will just as much become a part of the owner's heritage for generations." Set with myriad sparkling fancy

coloured diamonds, the first collection of Van Eyck Jewellery is an amazing array of 25 diamond rings, limited to 10 pieces each. From vivid yellow and dazzling blue to bright orange and feminine pink, the wide selection of vivacious colours demonstrates the eccentric yet extravagant identity of the diamond ring collection. "We want to give every piece more identity. Each of the jewellery has a name of the bird that inspired [the design]. And all our jewellery comes with a GIA certificate. We will not participate in any exhibition, we will not have a model in our campaign; instead, we will support different causes." For the brand's first collection, Garty collaborated with Papua Bird Club, a non-government organisation (NGO) engaging on promoting the conservation and protection of the Papua New Guinea's birds and the rural communities in the island. Paying homage to Papua Bird Club's determination and integrity in the protection of the island's local and natural heritage, Van Eyck unveiled a feathered collection dedicated to Papua's Birds of Paradise. Set with a cushion cut yellow diamonds and paved with brilliant round yellow and white diamonds, the Greater Bird of Paradise Ring uses its curvy diamond-set wings to mimic the vibrancy and energy of this marvellous creature. "My vision in two years, when we have a new collection, is to support another NGO in Fiji. I think it adds more depth and humanity to the brand," said Garty.

"We want to bring the 'Wow' effect and a different customer experience," explained Garty, presenting a black jewellery box to be opened with a key. Far more than a box to house fine jewellery, the Van Eyck black jar, which is also a surprising music box, provides a joyful experience which brings the wearer's childhood memory back. As Garty noted that his initiative was to bring something new to the world of fine jewellery. The unique experience Van Eyck Jewellery provides, from opening the magical jewellery jar to discovering the story behind each piece, is certainly innovative and fascinating. ■

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Capital
Jul 2014

PUBLICATION: Capital Magazine
DATE: July 2014
EDITOR: Joanne Yeung
LANGUAGE: Chinese
FREQUENCY: Monthly
CIRCULATION: 20,000 copies in Hong Kong
DISTRIBUTION: Available for purchase at major newsstands, bookstores and retailers.

第 327 期
2014 年 8 月號

資本雜誌
CAPITAL

RMB ¥55
HKS \$50

隨書附送

專業發展
副首席業務總監
林忠成

專題
智總拉美打開全新格局
直擊中俄博覽會

企業
中電建東盟電力樞紐
金輪地產善用地鐵網
徽商銀行體情高科技

人物
思科林保怡能商善教

首席業務總監
陶景華

英國保誠 秦樹斌
保險界寵兒 劃出人生彩虹

The Magazine for Greater China Business

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企業經營 ENTERPRISE

香港是全球第四大鑽石貿易中心，並且背靠最大奢侈品消費群體的中國，不少外國珠寶商均希望在香港發展業務，但要在競爭激烈的環境下立足亦不是易事。最近來自比利時的珠寶品牌 Van Eyck Fine Jewelry 兩度來港，創辦人 Alan Garry 認為，品質及工藝已不是一件珠寶買家選擇的重點，因為這些都是必須的，「故事」才是打動消費者的要素。Van Eyck Fine Jewelry 也名字的來由，到每件作品的設計意念與目的，以至創辦人的履歷，都是一段段的故事。

撰文 潘宇 | 攝影 張栢熾

Van Eyck Fine Jewelry 訂製的「天堂之鳥」系列婚戒，總之屬於 Greater Bird Of Paradise 系列婚戒每對重 3.66 卡，全如每對重 0.91 卡，每對重 1.54 卡，每對重 0.09 卡，每對重 0.09 卡，每對重 0.09 卡。

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Van Eyck 創辦人 Alan Garry 認為，品質及工藝已不是一件珠寶買家選擇的重點，因為這些都是必須的，「故事」才是打動消費者的要素。

Van Eyck Fine Jewelry 訂製的「天堂之鳥」系列，25 款精緻絕倫的彩色鑽石婚戒，以巴黎巴黎內西兩有的顏色天藍為靈感來源，每款婚戒只生產 10 枚，全系列限產 250 枚，以投資者及收藏家為目標客戶。

Alan 認為現今的珠寶設計必須講求創新，推陳出新，才容易被消費者注意，但像性價比大珠寶產品，不少都是互相仿效，而且大量生產，對消費者來說，毫無驚喜亦喪失保真力。

設計獨特限量生產

他認為一件珠寶無論設計及鑲嵌的工藝技術，必須都是原創及獨一無二，才得以價值遠超過擁有者代代相傳。而他又指出，珠寶珠寶的買家人士，絕對不單取其配戴的時髦會出現鐘錶的情況，他們追求的更精緻手工、獨特及具收藏價值，像「天堂之鳥」系列，僅生產 250 枚，而品保的理念及背後的故事亦是他們所關心的。



Paradise Related 婚戒，有尖嘴鳥羽翼的透明白鑽，鑲嵌藍寶石及粉紅藍寶石，每對重 1.54 卡，每對重 0.09 卡，每對重 0.09 卡，每對重 0.09 卡。HK\$1,500,000



Red Bird of Paradise 婚戒，123 顆藍色藍寶石，每對重 2.02 卡，每對重 0.09 卡，每對重 0.09 卡，每對重 0.09 卡。HK\$1,500,000

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South Bird of Paradise 指環，3.23 克拉的鑲嵌南鳥的祖母綠，90 顆天然及 196 顆藍寶石鑲嵌的鑽石，HK\$90,000



Tahiti Kokoi 指環，1.20 克拉的 Tahiti 珍珠，鑲嵌 213 顆白鑽、黃鑽及粉紅藍寶石之鑽石



Ultimate Bird of Paradise 指環，鑲嵌 150 顆藍寶石、中央鑲 0.71 克拉的粉紅鑽石，向 18 顆黃鑽鑲嵌的鑽石

人手鑲嵌 每枚一千小時製作

Van Eycyk「天堂之鳥」系列每顆副鑽均以人手挑選鑲嵌，每一款戒指至少需要 1,000 多個小時製作，手工技藝地是絕無僅有。



設計團隊在設計鑲嵌時非常注重細節，每枚戒指均經過精心設計。

鑽石來源符合道德標準

為了顯示出品牌的獨特和負責，Van Eycyk 不會在各大珠寶商或一般百貨公司中出售，有興趣的可以在自己的中環的私人陳列室，在舒適及私隱度的環境內，鑑賞及購買 Van Eycyk 的珠寶。

Van Eycyk 對於鑽石的來源十分嚴謹，Alon 強調，公司嚴格要求鑽石來源符合道德標準，與聯合商組織「Kimberly Process」(金伯利過程)密切合作，所有鑽石

「金伯利過程」防「血鑽」

鑲嵌部分來自非洲的鑽石可能通過非法渠道運出，成為非洲內戰內亂的經濟來源，甚至助長了「血鑽」的流通。Van Eycyk 與「金伯利過程」(Kimberly Process) 合作，以確保其所有鑽石均來自合法渠道。



設計總監 honna 命名為英女王設計胸針「The Eternal Dove」。

都秉承自強自立的自由精神，並要求提供良好工作環境，而且經營所得可資助社區發展或慈善的予。

「天堂之鳥」1% 收入支援保育

Van Eycyk 積極支持社會公益，每枚此一類系列都會支持相關的公益活動。今次「天堂之鳥」系列戒指與巴布亞新幾內亞 (Papua Bird Club) 合作，Van Eycyk 會捐出收入的 1% 給組織以作支持，該組織致力促進在巴布亞的鳥類保育，以及支持農村社區的發展。



設計總監曾為英女王設計胸針

Alon 在珠寶設計行業發展多年，他花了兩年時間前往世界各地考察設計，才完成一連串化的專業化訓練。Van Eycyk 創始人 Honna Paganini 是位充滿藝術氣息的設計師，多年來一直致力於珠寶設計與推廣，她亦在倫敦的珠寶學院，自創珠寶設計專業。

Alon 補充說：「Shita 是參與多個促進加國政府組織的活躍人士，致力於幫助貧困兒童。2004 年，他被委以任務前往西非的佛羅里達，在那裏他建立了當地學校的基礎，現在他正與當地政府合作，希望藉此能幫助當地兒童恢復健康與學習，並透過體育活動引導這些兒童。」

命名取材十五世紀畫家

Van Eycyk 的命名取材於十五世紀的畫家 Jan Van Eyck，他在繪畫時特別注重細節，Alon 則補充說：「我在比利時安特衛普生活時，居住的地方附近有一間藝術館，我在那裡認識到 Jan Van Eyck 的複製品，對於他天才般的畫藝十分崇拜。他雖然死於瘟疫，但自己名字改成了「Als ik Kan」，英譯意思是「As I Can」，令我印象深刻。」

他續說：「Jan Van Eyck 的藝術及技術的創新和人生故事給予了我靈感，令我立志要建立一個可以傳承比利時文化的品牌，將藝術與藝術相結合。同時，我們以「Als ik Kan」為品牌命名，希望在新加坡發展，亦展現自己展現最好的回報給顧客。」

Jan Van Eyck 是文藝復興時期尼德蘭的偉大畫家及建築師，他以寫實的繪畫技巧以及運用豐富的色彩表現，把神聖的內涵融入現實世界中，筆力細緻與寫實生活，展現人生的豐富多彩。代表作有《阿爾諾芬夫婦》，Jan Van Eyck 重新創新的油彩印刷，使畫作能夠更準確的保存到現在而不褪色。

Alon Garty 由攝影師到珠寶商



Alon 在青洲區開了在青洲，這處是青洲的攝影基地。

Van Eycyk 的命名故事，首個「天堂之鳥」系列故事創始人 Alon Garty 亦有攝影的啟事。Alon Garty 出生於特拉維夫，父親是外交官，自幼便隨父親在世界各地地方居住，故此 Alon 較一般人有更多的生活體驗。

外交官之子自小遊歷各國

Alon 在以色列服役三年後，21 歲的他前往南美洲旅行，在厄瓜多爾，他被那裡的風土及美景吸引，開始用攝影捕捉當地的風景。在那裡他遇到一位老人，給他的作品提點，並傳授攝影技巧，並因而走上攝影師之路。

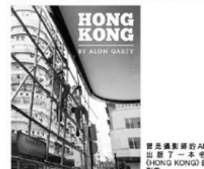
拍下香港的人物，「我很喜歡香港中西交匯的文化，青年老人的面貌，城市森林及綠洲自然生態，還有四周密佈的人氣，讓感到活潑。這些強烈的對比，給我無限創作靈感。」

Alon 當攝影師期間，於世界多個地區遊走，在非洲的象牙海岸旅程中，第一次接觸世界級的鑽石，更認識了來自可交易商及其家族珠寶生意上的朋友。Alon 多年來居住於巴黎和巴塞隆納，受到歐洲風氣熏陶，為更好地發展其第二事業鑽石買賣，決定移居到「鑽石之都」比利時安特衛普。

家匯上游業務拓展青島

Alon 自 2005 年開始從事鑽石批發事業，在與上海市場銷售已打響名號，漸漸打響名聲。2008 年在香港成立鑽石貿易公司 Windiam Asia，主要分銷到東南亞和太平洋地區。[近十年的鑽石貿易經驗，讓我建立不少人脈，亦掌握珠寶的運作，加上親身常有很多寶石首飾的設計構思，很自然地就從鑽石貿易商轉型，更擁有自己特色的珠寶品牌。我們有自己的採購公司，可直接一手購入彩鑽，毋須經過中間人，省卻部分開支。]由是 Van Eycyk 於去年底在港正式成立。

34 歲的 Alon 歷經四方之後歸於平淡，於今年成家，新的家庭新的事業，Alon 的興趣減了，卻讓他有興趣，每每每晚的出外點子，便隨着攝影把它完成為止，Alon 沒有去過歐洲人的 laid back 作風，也不像英人士到過下班的旅行散步，反而更愛當老人，充滿彈性和彈性。



這是攝影師 Alon 開設了一本名為 HONG KONG 的攝影集。

Manifesto

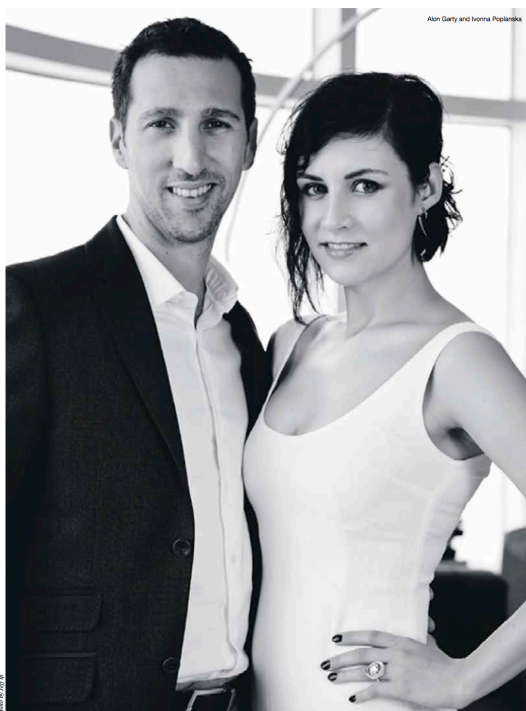
Sep 2014

PUBLICATION: Manifesto
DATE: September 2014
EDITOR: Tess Ma
LANGUAGE: English
FREQUENCY: 8 issues a year
CIRCULATION: 30,000 in Hong Kong and China
DISTRIBUTION: Available for purchase at newsstands, book stores and major retailers

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Alon Garty and Ivonna Popalska

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BLUEPRINT

grets and pink and orange doted me to dedicate the collection to birds of paradise.

Me: Was there something you immediately came up with?

ALON GARTY: Ivona came up with the inspiration of birds-of-paradise and I think Birds of Paradise, our first collection, has an amazing concept because birds-of-paradise are very unique, very rare. They grow only in Papua New Guinea and there are only 35 species of them. They dance and they play with their partners. For us it was an inspiration not only because of their remarkable beauty, but because they represent something which is unexpected, something remarkable. How the familiar becomes extraordinary.

Me: You mentioned wanting to bring something unique to the market, so what is it about your brand that you think brings something new to the table?

AG: I can give you an example. Our branding company is based in Paris, and they're helping us to create a different customer experience. Customer experience is a big word. If you're buying a diamond ring from any brand in the world, today or any day in the last 60 years or so, you always get the same clasp with the box opening. So we want to revolutionize how we approach jewelry; we want to hit all senses. Finding the right people who could make it was another mission. We looked everywhere. Only in Switzerland did we manage to find the people working with the technology that can fit this interactive mechanism.

IP: It is every girl's dream to get a music box and a ring.

AG: It comes with an extra key and a USB so you can actually charge it on the computer. People today are looking for different things. People are looking for top craftsmanship, people are looking for identity, people are looking for a story to tell. Each of our rings will have the name of the bird that was the inspiration for it, so every ring has its own certificate. On the inside of the certificate you will find the original drawings from Ivona with the name of your bird and the story behind the bird.

Me: What is it that distinguishes Van Eyck's designs?

IP: The forms are very complex, very intricate. Like I mentioned earlier, we had to search for craftsmen far and wide to be able to create these very complex angles. When you look at the rings from each side, you'll see three dimensions and beautiful curves. There won't be a flat point anywhere.

AG: Basically, we're not inventing the world.

It's not rocket science. We're taking a familiar experience and adding on it to make it more personal, more enjoyable, more unique. We will not exhibit as a jewelry fair, we will not have a modelling campaign. Instead, each collection we release will support a different cause. We found a charity in Papua New Guinea that is educating very remote villages in Papua, teaching the kids about how to preserve these kinds of birds because they're in danger of being extinct. We're going to help by giving them a percentage of our revenue and we will have a brand ambassador. Her name is Shina Prativ. She left her life in Jakarta and moved to Papua to work for the Papua Bird Club. She's not a model or anything like that, but she's a real person who shares the same values and life philosophy as us. I believe that with each collection that we release, we will support a different NGO. So our clients can feel that by buying this jewelry they will directly support the same cause that was the inspiration for their piece of jewelry.

Me: What kind of people do you see buying Van Eyck?

AG: I believe that our target audience are not necessarily people for whom this is their first diamond ring. We're looking for people who are looking for something that their friends and colleagues don't have. We want to take the feeling of *been there, done that* from people because today everybody is travelling and they're exposed to so many things. We want to give them the wow effect.

Me: Do you think the concept of an exclusive showroom really changes the experience?

AG: It's more intimate, more private, in the sense of you need to know someone. If you are very wealthy, you can just go down and buy jewelry from one of the big brands but in order to get to us you need to know someone (who has connections to us). That's what people are looking for today. We aren't mass market. Our first collection is 25 rings, and we will make a maximum of 10 each. So essentially, our first collection only consists of 250 rings.

Me: Do you have a personal favourite in the collection?

IP: Each piece holds a very special place in my heart, but the King bird of paradise is a very, very special piece to me. It is a he, and it will always be a he, because the female equivalent is quite a plain specimen. He has a fluffy white chest and a bright red back, and to woo his mate, he fluffs up his chest and swings two wire-like feathers above his head to create a little animation. It's only one of 25. Each ring is inspired by a magnificent bird and has a story behind it.

Me: What's the process of collecting these stones?

AG: It's very long process and you need to have the right network. We have offices in Angola, in South Africa, and Congo. We have direct access to the mines, so we have first-hand access to very rare diamonds. As you know, natural fancy-coloured diamonds are very rare and are becoming more and more in demand. People have been buying white diamonds for 60 years and they want something different.

IP: For every fancy-coloured diamond, there are 10,000 white diamonds. They're very rare.

AG: Also, if you look at all the big auction houses, their biggest sales are fancy-coloured diamonds.

Me: Tell us the meaning behind the brand name.

AG: Before moving to Hong Kong, I used to live in Belgium, in Antwerp, and my apartment was right behind the Museum of Fine Arts, it's a beautiful building. Every time I had guests coming, I used to take them there. There was one painter I remembered the most. His name was Jan van Eyck. For those who don't know, he was one of the most important painters of the 15th century. He actually changed how people painted in Europe for the next hundred years. He was the one of the first to paint jewellery and precious stones. He did it with such detail and light you almost want to touch it. He had his one big motto in life: *dit kan*. It means in Flemish: as I can. He used to sign all his frames with it saying, *This is the best I can do*. Being really inspired by his life story, by his innovative approach and his motto, we decided to call the brand Van Eyck.

Me: Five years from now, where do you see the brand being?

IP: Everywhere.

AG: Everywhere, and we'll already have three collections or so. Still doing it very private, very limited, and I think that the access will still be only at our events that we will organise around the world. Maybe Singapore, Shanghai, Dubai, Moscow, London, New York... and then our showroom in Hong Kong.

Me: What is your ultimate goal for the brand?

AG: To inspire people.

IP: Exactly. To bring joy, to give them something special that they really cherish and nurture over generations.

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Tatler
Oct 2014



PUBLICATION: Tatler
DATE: October 2014
MEDIA PROFILE: Established in 1977, Tatler is Hong Kong's high-society and luxury life style magazine. More than any other title, the Tatler name – a legend in publishing – commands respect, and is synonymous with prominence and influence.
LOCATION: House A, 56 Plantation, The Peak
REPORTER: Ms. Emilie Yabut
LANGUAGE: English
FREQUENCY: Monthly
CIRCULATION: Hong Kong 34,000

BIRDS OF PARADISE
New jewellery brand Van Eyck, named after the Flemish Renaissance painter, eschews traditional storefronts for a private, by invitation-only approach at its new Hong Kong showroom. Coloured diamonds are the focus of its debut collection Birds of Paradise, which supports an organisation protecting rare birds in Papua New Guinea.

Immortalised
Franco-Chinese jeweller Qizhen brought his particular brand of playful contemporary glamour to Paris with its inaugural high jewellery exhibition at the Palais Royal Gallery. The show also marked the launch of its latest high jewellery collection, Magnoia. Named after the ancient Magnoia Caves in Dunhuang along China's Silk Road, the set of three necklaces is wrought in rose gold, diamonds and emeralds, symbolising the eternal relationship between heaven, earth and man. Also on display were Qizhen's past high jewellery pieces, including selections from the limited edition pearl and diamond Dragon Ball collection.

Coming Up Roses
Montblanc takes its signature Princess Entrelacs motif, which is featured in its Princess Grace de Monaco collections, leaps and bounds further with the new Emblem collection. The classic rose petal design is delicately rearranged into two new shapes, a sweetly rounded heart and a whimsical four-leaf clover, while its thorn-like features (the other Montblanc signature, the six-sided star. Together they represent love, luck and happiness. The clear rounded shapes yield an understated yet endearing appeal, and one set to become everyday classics. Available in pink and white gold, discreet pavé diamonds are an optional addition.

BizJet Advisor

Nov 2014

PUBLICATION: BizJet Advisor
 DATE: November 2014
 MEDIA PROFILE: Bizjet advisor is been published in private jets around China.
 PAGE: P. 106 - 111
 LANGUAGE: Chinese
 FREQUENCY: Monthly



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私人定制
CUSTOMIZATION

非一般的珠宝

带你走入珠宝新品牌 Van Eyck 的世界，领略与众不同的创意灵感。

作者：DOMINIQUE AFACAN

亚洲可以说是当前珠宝品牌的必争之地，各大珠宝商都在这片土地上争得一杯，但为数众多的品牌及耀眼商品，难免有些款式雷同，似乎欠缺新意。现今的珠宝设计必须讲究创意、独出心裁，才能吸引消费者注意。如果你也有兴趣，我们带你走入 Van Eyck 的世界，这是近年来亚洲珠宝圈，以新颖经营方式为导向的新进高端珠宝品牌。

600 年前的佛兰德斯画家范·艾克 (Jan Van Eyck) 被誉为十五世纪最具代表性的艺术家之一，他擅长描绘珠宝的光泽折射，令作品栩栩如生。其作品在比利时安特卫普的美术博物馆长期展示，从小在安特卫普成长的品牌创办人 Alon Garty 经常带切影到这座博物馆参观，实地欣赏与感受范·艾克的画作。Alon Garty 以这位画家的生平及其不可磨灭的革新精神为灵感，将品牌命名为 Van Eyck，向这位他最欣赏的画家致敬。>

106 BIZJET ADVISOR 公务机



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“我发现今日全球消费者有兴趣的品牌必须拥有上乘的工艺艺术，质量足以代表身份地位，并且背后包含引人入胜的故事。Van Eyck 拥有这一切必备特质。” Alon 解释道，品牌象征艺术与珠宝的结合，既拥有比肩时的传统和传奇，而且经过时间洗礼之后，价值将会随时日增加。

为了满足对艺术的追求，以及对钻石的热爱，并确保所有珠宝都能让人为之惊艳，Alon 不惜在世界各地寻找才华洋溢的设计师，组成一支梦幻团队。“我可以向你保证，组成如此杰出的设计团队绝非易事！”最后 Alon 找到的是伦敦的奢华珠宝设计师 Ivonna Poplanska。这位杰出的珠宝设计师在职业生涯中，曾为皇家及世界著名珠宝设计并开发高级珠宝作品，并于 2012 年荣获英国纪念、为美女王伊丽莎白二世登基钻石设计“永恒之爱”胸针。

公司的创作团队还决定将品牌的包装作一番彻底改变。Alon 指出：“今天，甚至过去 50 年任何制，世界上任何一个品牌的钻石戒指都是用同一种外盒包装。” Van Eyck 决定改变这种现状，因而创造了一款制作程序繁复、造型美丽而独特的首饰盒，让每位顾客一见倾心，并給予品牌的珠宝更高评价。



108 BILLYT ANVSHR 0808



然而，珠宝盒内的珠宝是否同样特别？Alon 说：“我们不希望自己只是一个好品牌，因为光是好品牌并不能真正体现。我们希望与众不同，让人一看到就能留下深刻印象，这是我们的优势。”

Van Eyck 推出以天堂鸟为名的第一个系列“Birds of Paradise”，包含 25 款造型精致复杂的戒指，灵感来自生长于南太平洋岛国巴布亚新几内亚的天堂鸟。他说：“天堂鸟是一种特别的鸟类，代表了大自然的神奇，带给人们惊喜与崇拜的美感。”这个系列每一款戒指都需要 1,000 多个小时制作，使用的手工艺也是绝无仅有。整个系列都利用钻石为材质，不熟练钻石的门外汉可能不知道，彩钻非常罕见，在所有钻石产量中，大概只有 1% 符合彩钻的条件。▷

0808 BILLYT ANVSHR 109

私人定制
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Van Eyck 创造了制作程序繁复、造型美丽而独特的首饰盒，让每位顾客一见倾心，给予品牌的珠宝更高评价。



Alon 再三强调，公司严格要求钻石来源符合道德标准。“我们与联合组织金伯利进程密切合作，所有钻石都是来自道德冲突自由区。要求矿区提供良好工作环境，而且经营所得不可资助反叛组织恐怖分子。”

每一枚 Van Eyck 钻戒的内部都有一颗红蓝宝石为标志，唯有佩戴者方可看到这个标志。每一枚钻戒都是限量生产，购买者可获得设计师的原始草图，以及启发该枚钻戒灵感的天堂鸟故事。“这就像购买一件艺术品，你绝不会再看到朋友佩戴相同款式的戒指。这足以证明其必会升值，可成为拥有者珍藏的财产，你可以把它传给你后代子孙。” Alon 说。

品牌积极支持社会公益，在这方面的努力成效显著，是 Alon 引以为自豪的其中一项成就。“我们推出的每个系列都会支持我们有所理念的公益活动，女性可以透过佩戴 Van Eyck 钻戒，表示对品牌文化的认同与承诺。每个系列，每颗钻石都创造了惊喜感，可以体现颜色的意义，每一枚宝石都拥有灵性。目前 Van Eyck 的目标是以产品系列支持与慈善事业有关的非政府组织。”

她补充说：“我们的第一个项目是 Shita Prativi，她是参与多个加达非政府组织的活跃人士，致力于帮助贫困儿童。2004 年，她被委派到拉撒路岛中的偏远地区，在那里上了 40 多间多层的学校。她在持续教育鸟鸟项目，借此向当地居民投入保护野生动物的行动。”去年 Shita 成立了巴布亚俱乐部，主要目的在于教育住在偏远地区的儿童阅读及写字，并透过现场活动引导这些儿童。她想尽一切之力帮助他人，Van Eyck 捐出收入的 1% 给她做公益奖励，感谢她从事珠宝设计的品牌，她可称为内外皆美的良心企业。(图)

0808 BILLYT ANVSHR 111

Financial Times Magazine

Nov 2014



PUBLICATION: Financial Times Magazine - Haute Horology & Jewellery for Men & Woman - Hong Kong

DATE: November 2014

AUTHOR: Tara Loader Wilkinson

PAGE: P. 57

LANGUAGE: English

FREQUENCY: Monthly

- ALL THAT GLITTERS -



a beautiful and rare species

Just north of Australia lies New Guinea, an island that is home to around a tenth of the world's terrestrial biodiversity and 725 species of bird. On this lush archipelago live some of the most beautiful and rare bird species on the planet, including the Papua Riflebird, Princess Stephanie's Astrephina and the Greater Bird of Papua. These creatures inspired the inaugural collection of fine jewellery at Van Eyck, a luxury jeweller specialising in fancy coloured diamonds which launched in Hong Kong this year.

Thirty-four year-old Alon Garty is the founder of the brand. After starting work for an Antwerp-based diamond wholesaler in 2006, he moved to Hong Kong to grow an Asia presence. This led to setting up his own luxury jewellery brand in collaboration with renowned jeweller, Ivonna Poplanska, who designed the diamond jubilee brooch for Queen Elizabeth II. Poplanska designed 25 intricate rings for the Birds of Papua collection, of which there will be only 10 each, priced between \$30,000 and \$300,000. Garty is a keen conservationist and gives one per cent of revenues to the Papua Bird Club, a New Guinea-based conservation non-profit that supports rural communities in Papua. He also works closely with the Kimberley Process, a UN organisation that assured miners have good working conditions and that wages are not being used to finance terrorism.

Al Bayan

Dec 2014



PUBLICATION: Al Bayan

DATE: 3rd December 2014

NATURE: Daily Newspaper

CIRCULATION: 88,800

مجوهرات فان إيك تدخل المنطقة بتشكيلة «طيور بابوا»

المصدر: دبي - البيان
التاريخ: 03 ديسمبر 2014



قطع جديدة النير من مجوهرات فان إيك

أطلقت شركة المجوهرات البلجيكية فان إيك عملاتها فان إيك منطقة الشرق الأوسط لتسجل بذلك أول دخول لها على المستوى الإقليمي في منطقة الشرق الأوسط ومن خلال حرصها على الأرياف بتخود تصميم وصناعة المجوهرات، يقوم «فان إيك» بتقديم الأعمال الفنية التي يتم تصميمها وإنتاجها بعد انتهاء أجود أنواع الألماس بعناية فائقة، بشكل حصري إلى عملائها المتميزين في شتى أنحاء العالم.

وتكون أول التشكيلات التي تطرحها شركة «فان إيك»، والتي تحمل اسم «طيور بابوا» من 25 حائماً تم تصميمها ببراعة فائقة الجمال، خاصة وأنها تأتي مستوحاة من الحيوانات الازدهار التي تعيش في بابوا غينيا الجديدة، ولم تصنع هذه الشركة سوى 10 قطع فقط من كل تصميم في أي وقت، وفي الوقت الذي يتم فيه طرح المجموعة المكونة 250 قطعة، لن تقوم بتصنيع أي من الحوائج في التصاميم التي كتبت عنها في أي وقت في المستقبل، ولن يتم توفير أي قطع منها على الإطلاق.

وتحمل هذه الشركة اسم الرسام البلجيكي الشهير فان إيك، وهو واحد من أهم الفنانين في القرن الخامس عشر، ويحتر من رواد رسم الأحجار الكريمة، ويقوم شركة فان إيك بانتقاء أرقى أنواع الألماس بعناية فائقة لاستخدامه في كل واحد من الحوائج التي تشمل عليها هذه التشكيلة، وتستخدم داخل كل واحد منها قطعة من حجر البافوت.

وقال أبو غاري، مؤسس شركة فان إيك: العملاء في الشرق الأوسط يبحثون عن البراعة والجودة والهوية وتعتقد أن هذه هي السمات الكافية وراء الجمال، ويظل فان إيك كل واحد من هذه الصفات حيث يتم تصنيع وإنتاج كافة القطع بتصنع محدودة، ويحصل أصحابها على الرسومات الأصلية من قبل المصمم.

Magnificent

Jan 2015



PUBLICATION: Magnificent
 DATE: January 2015
 HEADLINE: Van Eyck shines in stunning Middle East launch
 NATURE: Print magazine
 CIRCULATION: 10,000

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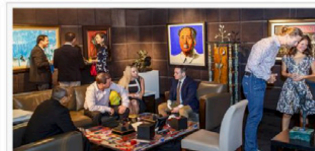
fashion figures flocked to Opera Gallery Dubai for the exclusive launch of Van Eyck Jewellery in the Middle East. Taking place in the gallery's exquisite 'black room', home to numerous Picasso, Miro and Chagall paintings; the Belgian jeweller displayed their latest collection, inspired by remarkable birds native to Papua.

The collection, which consists of 25 intricately designed rings, impressed guests with its high levels of craftsmanship and dazzling stones. With all pieces limited edition and the stones sourced ethically via the Kimberly Process, guests also enjoyed hearing of the collection's provenance. A select number of pieces from the collection are available via Van Eyck's local partner, Infinity Diamonds Dubai.



Alon Garty, Van Eyck's CEO & Founder, said: "We're excited to enter into the region and believe our 'Birds of Papua' collection will really resonate with buyers here in the Middle East. The collection focuses on creating a unique identity for its owners, setting them apart through their choice of design. We know Middle Eastern clients look out for this style of design and are extremely conscious of craftsmanship and having a story behind the jewelry they wear. We're confident this collection meets these needs and look forward to seeing our clients enjoy their jewelry soon."

The event was attended by Her Excellency Dominique Mineur, Ambassador of the Republic of Belgium to the United Arab Emirates, who made a short speech praising Van Eyck's entrance into the region. "Her Excellency's presence and speech at the event was fantastic endorsement for our collection," said Garty. "Together we are hoping to promote Belgium's relationship with the Middle East, showcasing all our country has to offer in this market."



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World Traveller

Jan 2015



PUBLICATION: World Traveller
 DATE: January 2015
 HEADLINE: My City: Hong Kong
 NATURE: Print magazine
 CIRCULATION: 22,980

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MY CITY
Hong Kong

Founder of Hong Kong-based jewellery brand Van Eyck, Alon Garty, on his adopted home city's best spots



If I had only 24 hours to explore the city, I would browse the many atmospheric street markets, such as the Flower Market and Jade Market. The exotic birds of Papua New Guinea inspired our inaugural fine jewellery collection, so I'd stop by the Bird Garden too. Designed in the style of a traditional Chinese garden, the park has dozens of stately, colorful birds and beautifully crafted bamboo cages. I'd then hop on the Peak Tram, the city's historic funicular, to Victoria Peak, the highest point on Hong Kong Island, to enjoy fabulous panoramic views of the skyscrapers and harbour. I'd finish off with an evening cruise of Victoria Harbour on board a Chinese-style boat, which glides past Tin Tin Tsui, Causeway Bay and the nearby entertainment district of Wan Chai. For passionate about photography so I'd recommend keen photographers visit Temple Street to capture its colourful temples and night market, where you're bound to see some interesting faces. Hong Kong is renowned for its shopping, so luxury lovers should visit Landmark, home to Louis Vuitton's Asia flagship and top-end restaurants with the most Michelin stars under one roof (10 in total), and Pacific Place for men's and women's fashion and high-end skincare from the likes of La Mer and Nars. Stay at the W hotel, which has very trendy design, and drink glasses at Sabon 90, a hip little cocktail bar in Central. For the best dim sum in town, book a table at the Michelin-starred, Die Tai Fung in Tsim Sha Tsui, while Fabio Joo in the heart of the Lan Kwai Fong nightlife district is my favourite spot for Japanese. For peace and quiet, Hong Kong has plenty of hiding spots including my favourite, Dragon's Back, which provides stunning views of Tai Lung Wan, Stanley, Tai Tam and the South China Sea. I also love relaxing at South Bay Beach, a beautiful and secluded beach about 1.5km walk from busy Repulse Bay.

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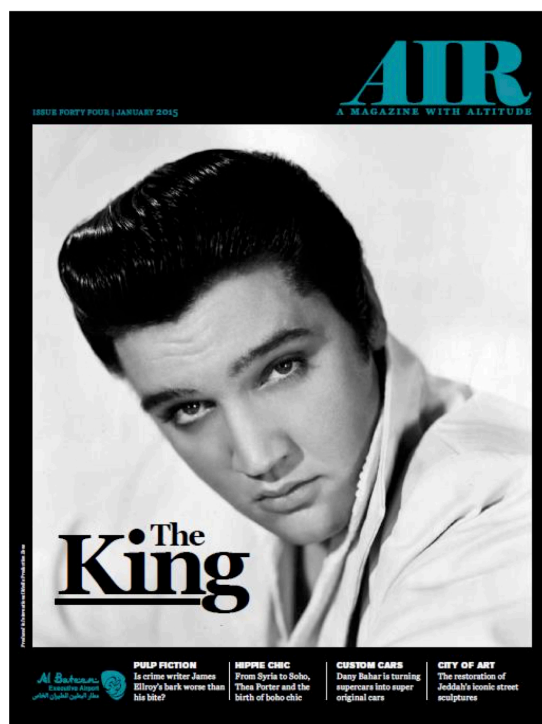
World Traveller

January 2015

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AIR
Jan 2015

PUBLICATION: AIR
DATE: January 2015
HEADLINE: Flights of fantasy
NATURE: Print magazine
CIRCULATION: 5,000



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JEWELLERY



Flights of Fantasy

As fine jewellery brand Van Eyck makes its Middle East debut, AIR sits down with founder Alon Garty to talk art and inspiration

In the highly competitive world of fine jewellery, some may view launching a new brand as a fantastic notion, a pipe dream. Not so for former diamond wholesaler, Alon Garty. Launched in Asia last year, Van Eyck Fine Jewellery aims to create exquisite works of art from the finest diamonds. "We want our customers to feel like they are buying a piece of art with a unique story behind it, not just another piece of jewellery," says its founder. The Hong Kong-based brand recently unveiled its largest collection of fancy coloured diamond rings in Dubai. The Birds of Papua consists of 25 pieces inspired by the beautiful animals native to Papua New Guinea. "The birds are very rare, with only 15 species, and there is something about them that you are just driven to say 'wow,'" he says. Garty's expertise in rare diamonds is

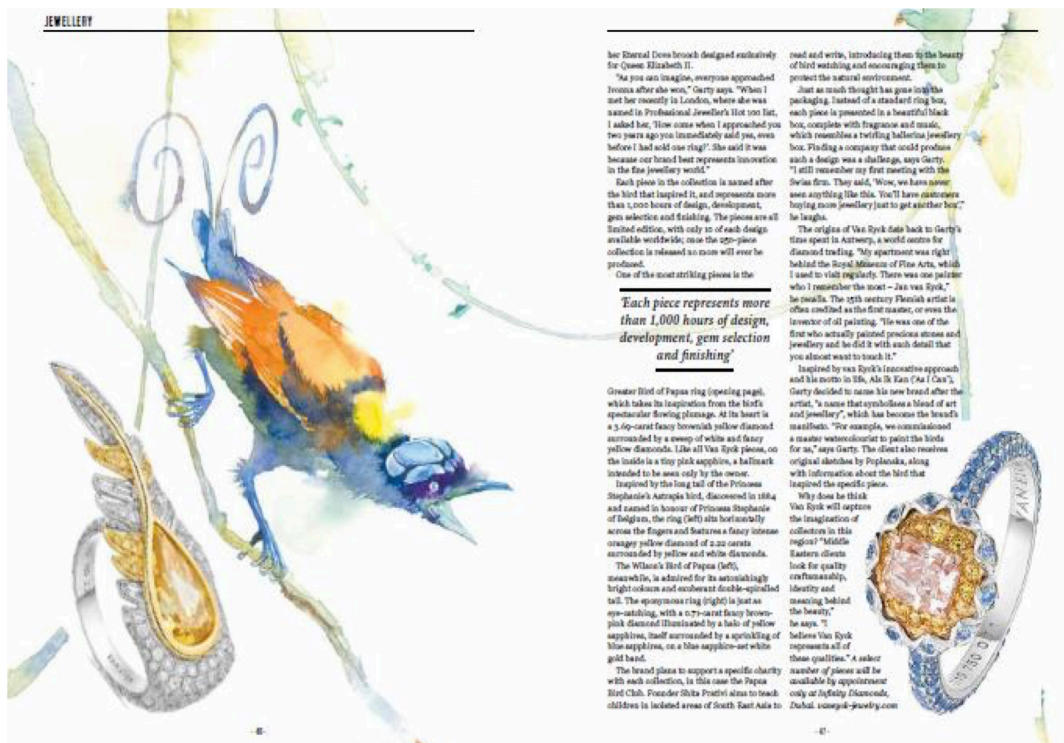
evident to see. "Only one out of 10,000 diamonds mined is considered to be a natural coloured diamond," he explains. The new rings have been keeping the auction houses busy this year, fetching record prices for their coveted hue. Van Eyck's intricate designs, meanwhile, are the work of creative director, Irina Poplanaka. "For us, it was inspirational [to see] how the familiar can become extraordinary," says Garty. "For example, you see a black bird walking and it looks like any other bird and all of a sudden, it opens its feathers to reveal the colours and the shape." Seeing the talents of Poplanaka was quite a coup for Van Eyck, says its founder. During her decade-long career, the London-based designer has created bespoke high jewellery pieces for a number of prestigious clients. In 2012, she won the British Jewellers' Association's Diamond Jubilee competition for



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JEWELLERY



her Kheral Devi brooch designed exclusively for Queen Elizabeth II.

"As you can imagine, everyone approached Iriona after she won," Garry says. "When I met her recently in London, where she was named in *Princess and Jeweller's* list (see list), I asked her, 'How come when I approached you two years ago you immediately said yes, even before I had asked you to?' She said it was because our brand best represents innovation in the fine jewellery world."

Each piece in the collection is named after the bird that inspired it, and represents more than 1,000 hours of design, development, gem selection and finishing. The pieces are all limited edition, with only 10 of each design available worldwide, once the 100-piece collection is released no more will ever be produced.

One of the most striking pieces in the

Each piece represents more than 1,000 hours of design, development, gem selection and finishing

Greater Bird of Paradise ring (opening page), which takes its inspiration from the bird's spectacular flowing plumage. At its heart is a 3.69-carat fancy brownish yellow diamond surrounded by a sweep of white and fancy yellow diamonds. Like all Van Ryck pieces, on the inside is a tiny pink sapphire, a hallmark intended to be seen only by the owner.

Inspired by the long tail of the Princess Stephanie's Azwaja bird, showcased in this and named in honour of Princess Stephanie of Belgium, the ring (left) sits horizontally across the finger and features a fancy intense orange yellow diamond of 2.20 carats surrounded by yellow and white diamonds.

The Wilson's Bird of Paradise (left), meanwhile, is admired for its astonishingly bright ochre and emerald double-spotted tail. The sapphire ring (right) is just as eye-catching, with a 0.75-carat fancy brownish pink diamond flanked by a halo of yellow sapphires, on a blue sapphire-set white gold band.

The brand plans to support a specific charity with each collection, in this case the Papua Bird Club. Founder Shita Prater aims to teach children in isolated areas of South East Asia to

read and write, introducing them to the beauty of bird watching and encouraging them to protect the natural environment.

Just as much thought has gone into the packaging. Instead of a standard ring box, each piece is presented in a beautiful black box, complete with fragrance and music, which resembles a twirling ballerina jewellery box. Finding a company that could produce such a design was a challenge, says Garry. "I still remember my first meeting with the Swiss firm. They said, 'Wow, we have never seen anything like this. You'll have customers buying more jewellery just to get another box'," he laughs.

The origin of Van Ryck date back to Garry's time spent in Antwerp, a world centre for diamond trading. "My apartment was right behind the Royal Museum of Fine Arts, which I used to visit regularly. There was one painter who I remember the most – Jan van Ryck," he recalls. "The 17th century Flemish artist is often credited as the first master, or even the inventor of oil painting. He was one of the first who actually painted precious stones and jewellery and he did it with such detail that you almost want to touch it."

Inspired by van Ryck's innovative approach and his motto in life, *Als Ik Kan (As I Can)*, Garry decided to name his new brand after the artist, 'a name that symbolises a blend of art and jewellery', which has become the brand's manifesto. "For example, we commissioned a master watercolourist to paint the birds for us," says Garry. The list also includes original sketches by Poplaska, along with information about the bird that inspired the specific piece.

Why does he think Van Ryck will capture the imagination of collectors in this region? "Middle Eastern clients look for quality craftsmanship, identity and meaning behind the beauty," he says. "I believe Van Ryck represents all of these qualities. A smaller number of pieces will be available by appointment only at Infinity Diamonds, Dubai. www.vanryck-jewelry.com

Layalina

Jan 2015

PUBLICATION: Layalina
 DATE: January 2015
 NATURE: Print magazine
 CIRCULATION: 10,000

Destinations of the world news

Jan 2015

PUBLICATION: Destinations of the world news
 DATE: January 2015
 HEADLINE: The finer details
 NATURE: Print magazine
 CIRCULATION: 22,000



THE *finer* DETAILS

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Essentials



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£40,370
www.adelys-jewelry.com

4. Kimberly McDonald earrings in blackened white gold, tanzanite and diamond
£41,070
www.kimberly-mcdonald.com



Good
Feb 2015



PUBLICATION: Good
DATE: February 2015
HEADLINE: How to buy diamonds
NATURE: Print magazine
CIRCULATION: 15,000

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Alon Garty, founder of Van Eyck fine jewellery, reveals his expert tips for buying diamonds

- ◆ Learn about the 'four Cs'. These are carat, clarity, cut and colour and should always be applied to a diamond purchase.
- ◆ Make sure you ask for a certificate of authentication. We recommend buying stones with GIA or HRD certificates, as they are the strictest grading laboratories in the market.
- ◆ Make sure the laser inscription matches the certificate number.
- ◆ Always buy from a trusted wholesaler if you are buying the stones loose, rather than from a retailer.
- ◆ If you are buying stones loose, make sure you check out the current prices on the Rapaport Report to ensure you are getting a good deal. This is the industry standard for the pricing of diamonds, and is updated weekly.

Feb. 2015 25

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GOOD VALUE
How to buy...

NEED TO KNOW

The affordable alternatives
If a diamond is a tad out of your budget, worry not. There are plenty of alternatives that look just as good as the real thing

Cubic zirconia

Pros

- ◆ The cost of cubic zirconia is approximately a tenth of the price of a diamond.
- ◆ It's virtually flawless, unlike diamonds which have internal blemishes.
- ◆ Natural coloured diamonds are rare and expensive, whereas cubic zirconia can be made in a variety of colours.
- ◆ Cubic zirconia is about 75 percent heavier than a diamond, so when measuring the equivalent in size it has more carats.

Cons

- ◆ Cubic zirconia sparkles less than a real diamond.
- ◆ It's more brittle than diamond and therefore breaks more easily.
- ◆ Cubic zirconia can be mass produced quickly, so you're not getting the rarity that makes diamonds so special.

Moissanite

Pros

- ◆ Moissanite looks so like a diamond it's impossible to tell them apart without using tests.
- ◆ It is made to have inclusions, which makes it look more authentic.
- ◆ A moissanite stone is tougher than a diamond and less likely to crack due to it not having any natural fractures.
- ◆ Moissanite is more expensive than cubic zirconia, but still about an eighth of the price of a diamond.

Cons

- ◆ Moissanite tends to have a slight green or yellow tinge, especially larger carats.
- ◆ Like other synthetic gemstones, moissanite does not retain its value, so it's not an investment buy.
- ◆ Jewellers have only started using moissanite widely in the past 20 years, so it's not yet known how it will hold up over decades.

Asha

Pros

- ◆ Asha can appear more diamond like as it can be cut exactly like one, whereas moissanite has to be cut in a different way.
- ◆ Some argue they are easier to pass off as a real diamond, as moissanite has more sparkle.
- ◆ Asha was originally created to remedy some of the problems that go along with cubic zirconia.

Cons

- ◆ Asha will chip and scratch more easily, as it is less durable than moissanite.
- ◆ Some asha can be too white and therefore not as convincing as real diamond alternatives.
- ◆ Asha gemstones have more fire (the rainbow effect created by the refraction of light through a stone) than diamonds, a clear giveaway to the expert eye.

Feb. 2015

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The National – Luxury

Mar 2015



PUBLICATION: The National - Luxury
 DATE: March 2015
 HEADLINE: Softly does it
 NATURE: Print magazine
 CIRCULATION: 65,000

// THE STYLE LIST //

SHOES
 Pateo shoes, The Zoo, Prada
 Schiele or Botteghe

SKIRT
 Suede skirt, L&L, L&L, Adena, Lippa
 at the store

SUNGLASSES
 Ryma, Oline sunglasses, Oline,
 Karna, Nika, or Nika, Nika

RING
 King Ring of Papat, Diamond
 and Sapphire, (Sakila),
 Van Dyck Jewellery

SOFTLY DOES IT

The summer collections offer a fresh take on suede. While past years have seen darker colours paired with fringing, this season's catwalks featured buttery soft suedges, sans trimming, in light pastel shades. Combine with delicate, barely-there accessories for an ultra-feminine look.
 For *Photo* details, see page 44

COAT
 Suede coat, L&L, L&L, L&L,
 Prada, Botteghe or Prada or Prada

HAIR LACQUER
 L'Oréal Paris, Paris, Chanel

BAG
 Trencher, Botteghe, L&L, L&L, L&L, L&L,
 Botteghe or Prada

14 LUXURY

Al Itihad - Fakhama

Mar 2015

PUBLICATION: Al Itihad - Fakhama
 DATE: March 2015
 HEADLINE: Softly does it
 NATURE: Print magazine
 CIRCULATION: 65,000

PHOTOS SHOOT





AD'S

VAN EYCK
FINE JEWELRY

ALS IK KAN


Van Eyck presented us with one of the best and all most special opportunities in my career. With the VAN EYCK 'meaning' the words 'I can do what I want to do'. The picture used to give us ideas with the name and associated them to part of the world.

A name that symbolizes a blend of art and jewelry, a name that has a Belgian heritage and legacy.

www.vaneyckjewelry.com



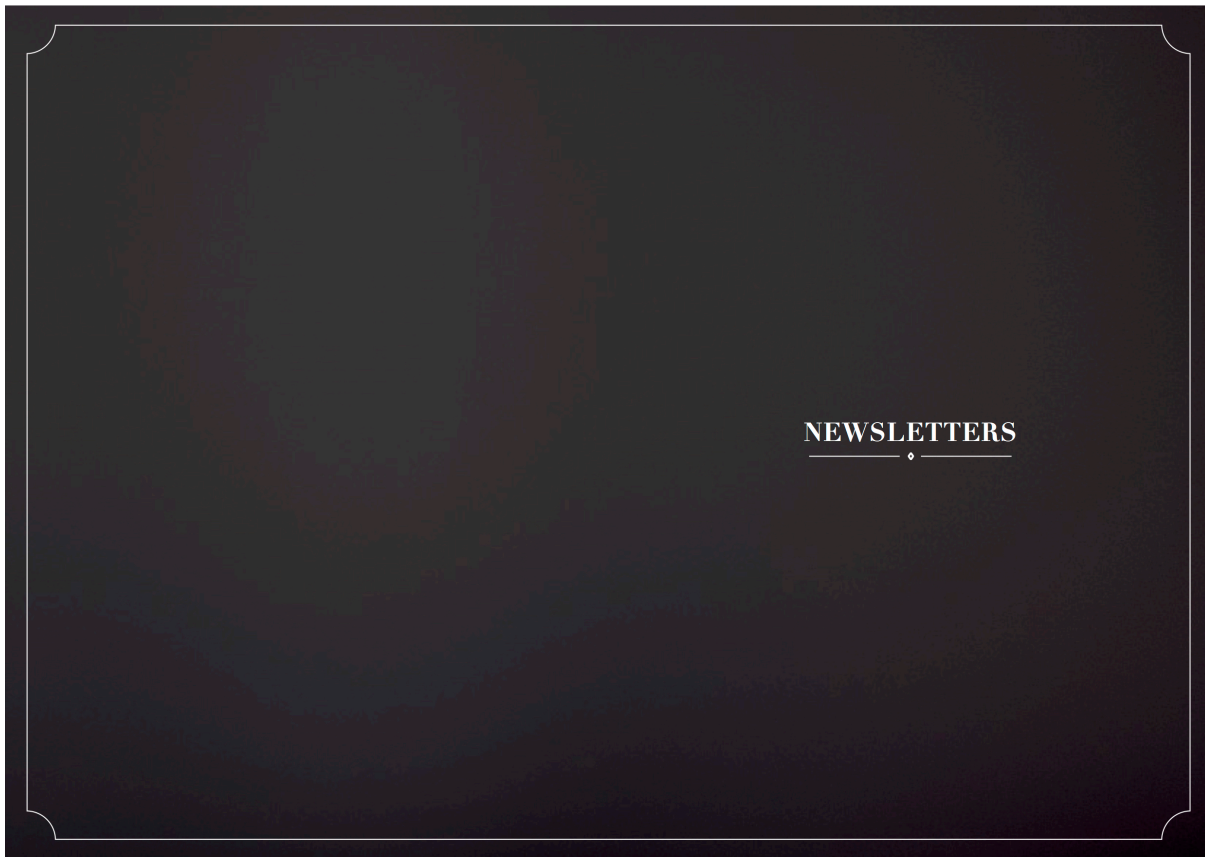
VAN EYCK
FINE JEWELRY



PAPUA RIELEIRO

A name that symbolizes a blend of art and jewelry,
a name that has a Belgian heritage and legacy.

www.vaneyckjewelry.com



NEWSLETTERS

#01 NEWSLETTER

VAN EYCK FINE JEWELRY VAN EYCK JEWELRY SHOWROOM

When the dream meets magic

Van Eyck Jewelry is delighted to invite you to the official inauguration of its showroom which will be held during the whole month of September.

BOOK YOUR PRIVATE SESSION HERE!

Should you require any further information about the fascinating world of Van Eyck Jewelry, we would be delighted to answer your questions any time, by email info@vaneckjewelry.com or +852 2526 2110.

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www.vaneckjewelry.com

#02 NEWSLETTER

VAN EYCK FINE JEWELRY DUBAI LAUNCH

Glitter of Diamond in Dubai

DATE:
1TH DEC. 2014

VENUE:
OPERA GALLERY DUBAI (DIFC)
RSVP at info@vaneckjewelry.com

After the launch in HK 5 months ago, Van Eyck is delighted to announce the official launch of the brand in Dubai the 1st of December at the Opera Gallery of Dubai.

f t g+ in e

www.vaneckjewelry.com

VAN EYCK
FINE JEWELRY

#03 NEWSLETTER CHRISTMAS GREETINGS

*We wish you
a Merry Christmas and
a Happy new Year !*



Finding a great and unique Christmas or New Year's Eve gift that will amaze in this busy giftgiving season can be challenging.
Our exquisite jewelry and music box is a must-have Christmas gift for you or your loved one to make these times even more special.

Discover all our special seasonal gifts by visiting our showroom or contacting us at:
info@vaneyck-jewelry.com



www.vaneyck-jewelry.com

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VAN EYCK
FINE JEWELRY

#04 NEWSLETTER CHINESE NEW YEAR

*Happy and prosperous
Chinese New Year
of the Goat*



In Chinese astrology Goats are described as loving-peace and "kind" and "popular". With the addition of the wood element, the Goat characteristic is thought to love peace and to be helpful and trusting.

We wanted to wish you this New Year with this beautiful painting "Sheep and Goats Resting on a Riverbank" by Henri De Beul, a famous Belgium artist.

[BOOK AN APPOINTMENT](#)

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VAN EYCK
FINE JEWELRY

#05 NEWSLETTER UNITED ARAB EMIRATES



23rd - 27th March
Van Eyck jewelry in
Abu Dhabi and Dubai

Van Eyck jewelry is very proud to be part of the Belgium Economic Mission beside Princess Astrid of Belgium, Representative of his Majesty the King.

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VAN EYCK
FINE JEWELRY

#06 NEWSLETTER PRINCESS ASTRID OF BELGIUM

*Princess Astrid
of Belgium,
wearing King
Bird of Papua ring*



King Bird of Papua

We are very honored and proud that Her Royal Highness, Princess Astrid of Belgium, was wearing one of Van Eyck Jewelry rings during the official reception in Dubai as a part of the Belgium mission in the U.A.E in March 2015!

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#07 NEWSLETTER AWARD

VAN EYCK
FINE JEWELRY



The Most Valuable Services Awards

"This award is a great achievement for us, giving us the strength to pursue our sparkling dreams."
Alan Garty, Founder of Van Eyck

At a ceremony on April 22, the renowned international business magazines publisher Mediazion Publishing presented Van Eyck Jewelry with a award recognizing it as one of Hong Kong's Most Valuable Services 2015.

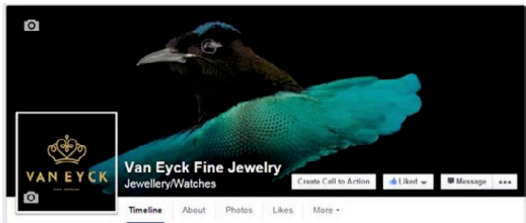
This award acknowledges our fighting spirit in the face of adversity, our constant work to provide to our dear customers best value, and our great reputation.

www.vaneyckjewelry.com

SOCIAL MEDIA

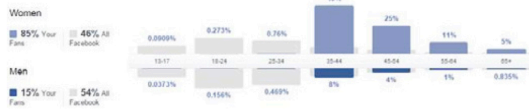
Facebook

Van Eyck Fine Jewelry



Your Fans People Reached People Engaged

The people who like your Page



Total Page Likes as of Today: 42,941



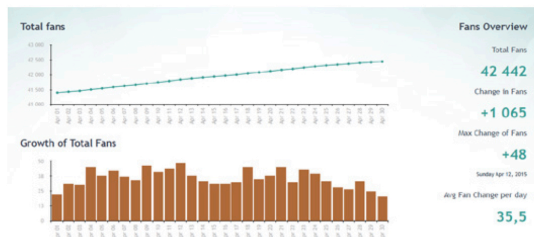
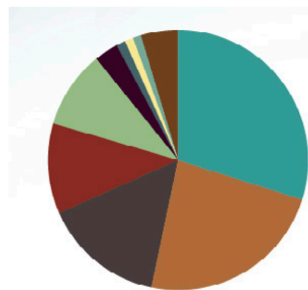
180

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VAN EYCK FINE JEWELRY KPIS OVERVIEW

Fans	Content	Interactions
Total Fans 42 442	Admin Posts 6	Total Interactions 1 777
Absolute Change In Fans 1 065	Moving Average of Page Engagement Rate 1,0528 %	Likes 1 697
Relative Change In Fans +2,57 %	Moving Average of Posts Engagement Rate 0,7019 %	Comments 27
	Response Rate for User Questions 0 %	Shares 53
	Average Response Time for User Questions 0 min	Posts Made by Fans 0

DISTRIBUTION OF FANS



Country	Local Fans	% of Fans Base	Growth	% of Growth
IT	12 689	29,90 %	1 038	8,18 %
US	9 926	23,39 %	1 158	11,67 %
AE	6 380	15,03 %	639	10,02 %
ES	4 759	11,21 %	412	8,66 %
TW	4 086	9,63 %	262	6,41 %
IL	1 272	3,00 %	137	10,77 %
HK	483	1,14 %	15	3,11 %
FR	440	1,04 %	151	34,32 %
RU	434	1,02 %	108	24,88 %
Other	1 973	4,65 %	-2 855	-144,70 %




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TOP ADMIN POSTS BY ENGAGEMENT RATE

Nov 03, 2014 | 15:10:27 UTC




Do like the Goldie's Bird of Papua, believe in your abilities and you will shine when it matters. And if...

Likes: 1 213
 Comments: 11
 Shares: 83
 Eng. Rate: 5,0610 %
[View on Facebook](#)

Nov 11, 2014 | 15:00:05 UTC




To celebrate the Armistice day, we chose a painter from this period, Gustave Klimt and his famous portrait...

Likes: 1 130
 Comments: 33
 Shares: 56
 Eng. Rate: 4,5259 %
[View on Facebook](#)

Nov 20, 2014 | 15:00:01 UTC

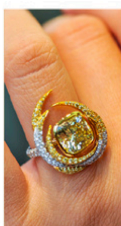

What about matching our Flowers Bouquet with the ring of your dreams at your wedding day? Love is in the...

Likes: 1 187
 Comments: 27
 Shares: 42
 Eng. Rate: 4,4534 %
[View on Facebook](#)

Nov 27, 2014 | 15:05:16 UTC

We wish our dear friends from #usa and from all over the world, a happy Thanksgiving, with your beloved...

Likes: 1 301
 Comments: 8
 Shares: 71
 Eng. Rate: 4,7499 %
[View on Facebook](#)

Nov 25, 2014 | 15:00:01 UTC

Hybrid between a Magnificent Riflebird and a Superbird of Papua, the Duivenbode's Riflebird is as rare...








Likes: 1 079
 Comments: 4
 Shares: 68
 Eng. Rate: 3,9942 %
[View on Facebook](#)

Dec 08, 2014 | 15:28:16 UTC

"More than a Queen, a great Lady". Queen Fabiola was well appreciated for her great attitude towards Life...


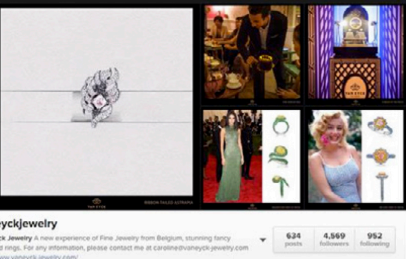




Likes: 1 187
 Comments: 6
 Shares: 37
 Eng. Rate: 4,0477 %
[View on Facebook](#)

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Instagram
vaneckjewelry

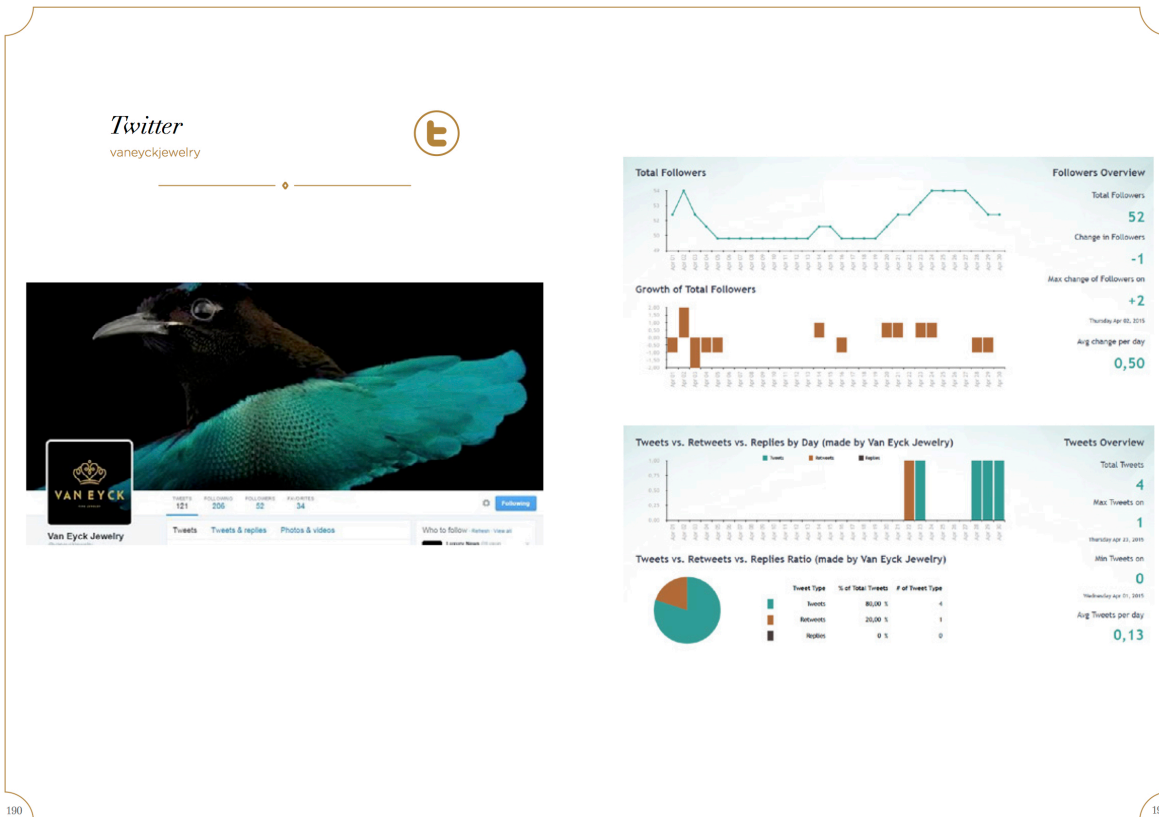
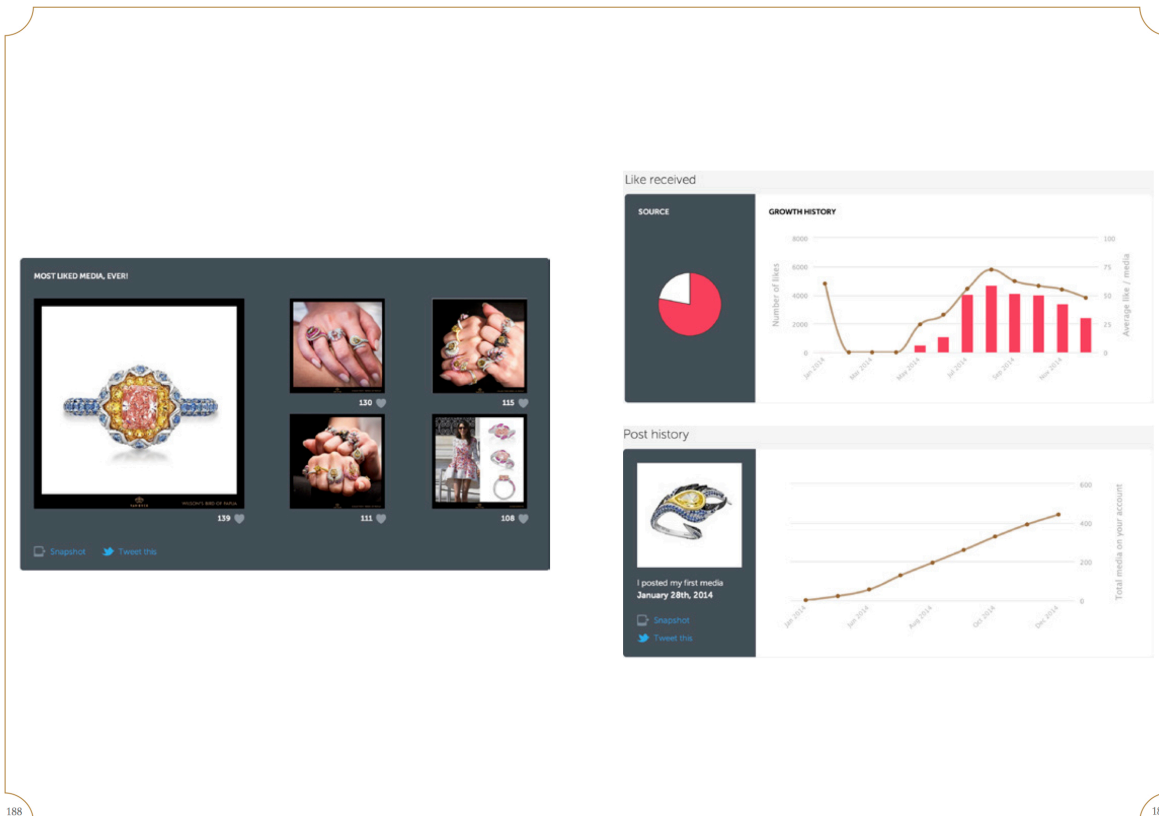




634 posts
 4,569 Followers
 952 Following



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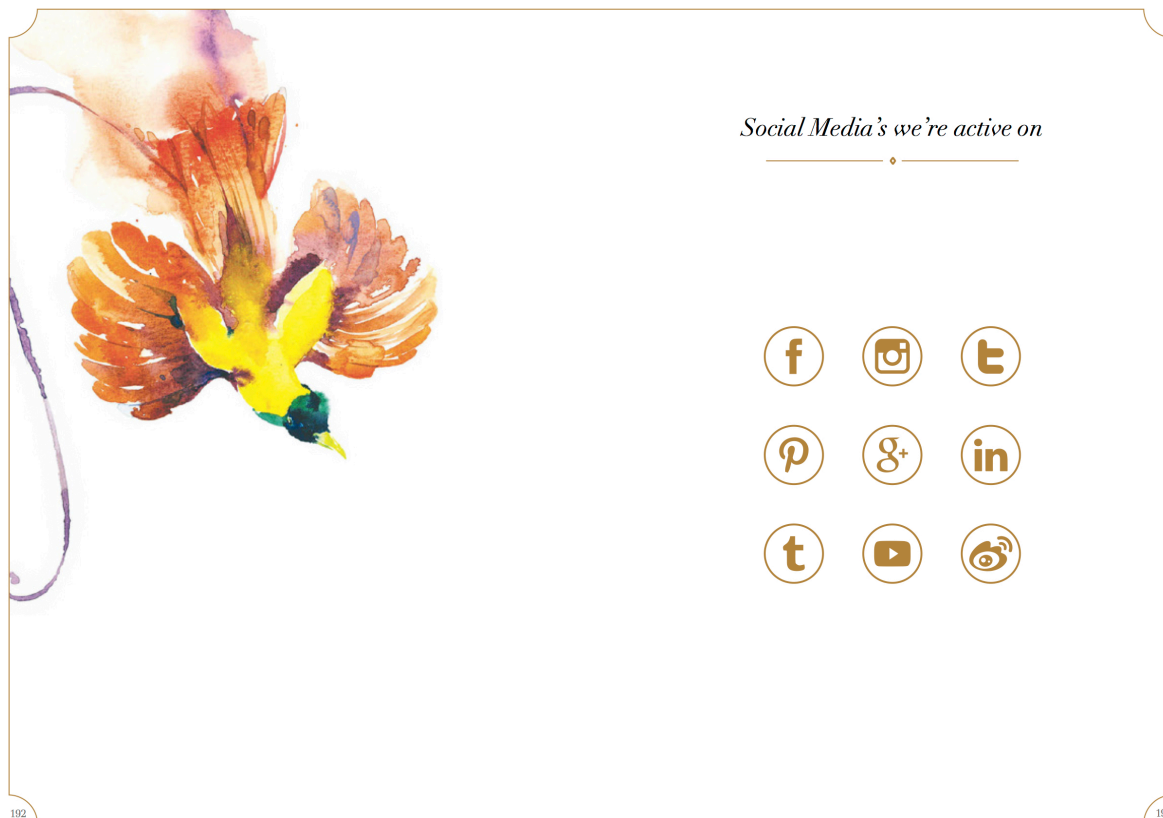


Figure 14 – Van Eyck Fine Jewelry – Année 2014-2015 (Source : Van Eyck Fine Jewelry, 2015)

