



**STYLES**

# In With the New

STEEPED IN SYMBOLISM, **MAUBOUSSIN** COMMEMORATES ITS 180TH ANNIVERSARY WITH A NEW COLLECTION THIS MONTH

**A**LAIN NEMARQ hails from Rouen, France, and counts himself lucky to have had “three lives.” After seven years as a marketing professor, he moved to Kenzo but maintains he “came to fashion without a big reason.” His so-called “third life” is jewellery: Patrick Mauboussin taught him the jewellery business which he describes as “an incredible opportunity.”

Formerly general manager of Mauboussin Jewellery for five years, Namarq is now CEO and has watched the company’s world-

wide turnover double over the last three years. According to Namarq, this is due to a trio of factors: new collections, advertising and global perspectives.

Symbolic and artistic jewellery,

each piece steeped in symbolism, is what characterises Mauboussin, the new collection a case in point, Namarq explaining, “For the first time we present wedding rings only in gold.” Both precious metal and gems in the pieces have meaning: white gold signifies purity; yellow gold, energy; and pink gold, happiness. Yellow citrine signifies energy and joy; green citrine, hope; purple, passion; pink, happiness; blue, serenity; and smoky dark quartz, reflection.

Namarq explains the subtle switch from fashion to jewellery thus: “To work in these fields you need to feel: The only difference is in the technology. After a 30-year career, I consider myself a newcomer to the jewellery business. But if I had always followed the same road, I would be older with a different vision. Experience gives you a view of the past, but for a view of the future it’s better to be new. My view of the jewellery business is different from that of the traditional jeweller.”

On the future of Mauboussin in Asia, Namarq says the company plans to develop the Singapore market further, to which end he is

searching for a new store location with a view to opening in 2007. In Japan, Namarq intends to move the Tokyo store to the Ginza district. The next stage for the brand is an opening in the USA before the first quarter of 2008, Namarq confirming, “Next year we will open in London and Dubai.” ■

**ABOVE:** Alain Namarq, CEO, Mauboussin Jewellery  
**BELOW:** Amour De Ma Vie, a la Folie ring in yellow gold

## LINEAGE

- Mauboussin is one of France’s oldest jewellery houses, founded in 1827, and is renowned for striking designs
- Featuring quality gems, each piece is designed to enhance the wearer’s beauty

