

# bling it home

With their innovative spirit and cosmopolitan approach, local jewellers have successfully attracted a devoted following through the years. *By Melissa Kong*



(FROM TOP) LEE HWA JEWELLERY'S PURPLE GOLD PENDANT, TIANPO'S MARCO BICEGO EARRINGS AND CHARLES GARNIER COLLECTION



## MOD SQUAD

Some jewellery houses pride themselves on being a hundred per cent local, but TianPo's strategy is to infuse international flair. Earning top reviews with clientele are brands like Marco Bicego and Charles Garnier, who are sought after for their contemporary silhouettes.

Known for its Hearts On Fire diamonds – hailed The World's Most Perfectly Cut Diamond – TianPo's medley of masterpieces revolve around gemstones, combined with rose, white and yellow gold. The result? A super-feminine touch to send every heart aflutter.

TianPo also leads the way when it comes to giving back to society. An avid supporter of the Breast Cancer Foundation, the jeweller donated part of the proceeds from its Wishes necklace to the organisation in 2010. The money went towards helping women who were diagnosed with the disease.

WWW.TIANPO.COM

## DESTINÉE, FULFILLED

Lee Hwa Jewellery is one of Singapore's most fashion-forward jewellers. Apart from presenting at London Fashion Week 2009, it's collaborated with fellow home-grown talent, fashion designer Ashley Isham, on an exclusive collection. In May, the company sponsored Blueprint 2011, which brought together up-and-coming labels and buyers from the world over.

In 2000, Lee Hwa introduced its 19K solid Purple Gold, making it the first to do so in the industry. When it comes to diamonds, Lee Hwa counts among the best too. World-famous diamond company De Beers, of "A Diamond Is Forever" fame, picked the brand as the only official Singapore licensee for its luxury range known as Forevermark.

Lee Hwa exclusively distributes the Destinée diamond. Instead of the usual 58 facets in a round brilliant cut, Destinée has 57 facets (excluding the bottom one). This ensures no light is lost but gets reflected to brilliant effect. And if you thought eliminating one facet made the craftsman's task easier, think again: the Destinée diamond takes five times longer to cut than an ordinary round brilliant.

WWW.LEEHWAJEWELLERY.COM



GOT THE BLUES: GOLDHEART'S TRÈS BLEU DIAMOND PENDANT

## RHAPSODY IN BLUE

Wearing a platinum wedding band? It's most likely from Goldheart; after all, it was the first local jeweller to introduce the concept of platinum wedding bands. Some women may even own a Goldheart engagement ring too, which is designed with one of the company's Celestial diamond featuring the world's first 73-facet starburst cut.

Did you know, Goldheart also offers a selection of rare blue diamonds? Although the colour was in the news only recently thanks to Kate Middleton, its Très Bleu blue diamonds was launched way back in 2009, before the Duchess announced her engagement while donning the late Princess Diana's sapphire engagement ring.

Closer to home, MediaCorp power pair Fann Wong and Christopher Lee designed splendid Celestial collections for their own nuptials in September 2009.

And to prove its à la mode sensibilities, Goldheart partnered Coty Prestige to launch jewellery inspired by style icon Sarah Jessica Parker and her fragrance Covet. The pendant, which takes its name from the scent, is adorned with a whopping 304 Celestial diamonds.

WWW.GOLDHEART.COM.SG



CLASSY ELEGANCE WITH POH HENG'S PAVÉ DIAMOND RING, GIRLY CHIC FOR HELLO KITTY FANS (BELOW)

## GLORY OF GOLD

A fixture in shopping malls since the Seventies, Poh Heng Jewellery – its flagship store is still located in People's Park Complex – was founded by Chng Tok Ngam. He believed in the importance of branding, and would sponsor popular opera shows as well as advertise in newspapers and calendars.

Exemplifying Poh Heng's pioneering spirit is its ORO22, a collection of 22K gold pieces featuring a signature moonlight glow. Every one carries the Singapore Hallmark (look out for the lion head symbol), which not only endorses the purity of the gold but is also guaranteed by Singapore Assay Office. It's the first jewellery brand in Singapore to receive the Heritage Brand Award too.

Poh Heng's appeal isn't restricted to fuddy duddy yellow gold worn by matriarchs and Chinese brides. Garnering raves among younger women is an exclusive collection of Hello Kitty fine jewellery in 18K and 22K gold. Goes to show, age isn't necessarily antiquated.

WWW.POHHENG.COM.SG



## FRESH CUTS

Featured at the recent Blueprint show were the following darlings-to-be of local jewellery.



**CARRIE K** - Established in 2009, the eponymous label of designer Carolyn Kan features jewellery ranging from organic and seemingly unpolished pieces to whimsical bespoke creations. [www.carriekrocks.com](http://www.carriekrocks.com)



**CHOO YILIN** - This award-winning jewellery label fuses sustainability and luxury. Choo, who works with tribe artisans in northern Thailand, draws references from the centuries-old culture to churn out asymmetrical masterpieces. [www.chooyilin.com](http://www.chooyilin.com)



**MARILYN TAN** - A lawyer by training, Marilyn Tan's unique handcrafted pieces use materials like silver, gold, silk, leather, acrylic and suede. She takes inspiration from her travels and the environment. [www.doorstepluxury.com](http://www.doorstepluxury.com)



**DAVE SOH** - Dave Soh sold his first creation - a pink sapphire cocktail ring - at age 15 and hasn't looked back since. His pieces feature gemstones sourced from throughout Africa, Brazil and Afghanistan. [www.jewelsbydave.com](http://www.jewelsbydave.com)