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The newest of trends for the watches & jewellery sector sees brands diverting from their conventional path and taking a more exciting route towards rebellious chic.
By Jessica Mason

The age of the rebel



◀ The new Frey Wille collection 'Hommage a Vincent Van Gogh' is being showcased this year at TFWA World Exhibition & Conference.

Rebellion can come in many guises. But today's watches and jewellery fans are on a mission to wear items that show they remain relevant in such a fast-paced world. Everything worn – a statement. All symbols of confidence indicating fashion credibility.

Adornments are no longer trinkets; watches no longer simple timepieces. Jewellery has evolved to become both a personality indicator, as well as a stylised answer to the question: Who are you?

This trend – the rebellion trend – is the start of a wave of consumers flouting the rules. It's a positive celebration of living. Indeed, let the hedonism begin.

Confidence & empowerment

Years ago, you would not see women in their 50s "wearing a trendy fashion leather necklace," says Anna Roig Fernandez, Export Travel Retail Account Executive, Majorica (Yellow Village F54), but adds: "Now women like to change styles depending on the

moment. No matter your age, you can always find a moment for a casual look or a fashion style." What has changed? Just a small thing of people being more empowered than ever before to be themselves. It is inspiring to behold.

From Montres Chouriet (Yellow Village C34), its "new collection named 'Mr Right' is a tribute to working women who are confident," says Gaëlle Pantier, Communication Manager, Montres Chouriet. And confidence plays a vital role within a number of collections this year, including Zeades (Blue Village F27), which combines the tactile with hints of strength through its choice of materials. "Leather is our inspiration. Zeades' collections come in a spectrum of colours. Bold or romantic, they breathe personality and confidence. The starting point is the finest of Italian leather, selected from Tuscan tanneries for its soft, supple sensuality," says Frédéric Brega, General Manager, Zeades.

"At Swarovski, we believe in empowering women to express themselves through our jewellery," says Nathalie Colin, Creative Director, Swarovski (Blue Village C11). "With the Swarovski Remix Collection, every woman can follow her mood of the day, and create the jewel that best illustrates who she is." Colin explains that, in many ways, jewellery can offer a person "a palette of options to create one-of-a-kind statements of style".

Also making a statement this year is Festina Lotus (Yellow Village C25), which is showcasing two eponymous brands (Festina and Lotus) at TFWA World Exhibition & Conference. "Festina and Lotus are the two flagship brands of the Festina Group," says Aurore Rezzoagli, Travel Retail Manager, Festina Lotus, revealing that this year Festina is celebrating 20 years in travel retail and, to celebrate, is unveiling its "first-ever inflight exclusive set, Mademoiselle Festina by Swarovski."

Other forms of sparkling empowerment come from consumers feeling they are in touch with a brand's story. Sometimes, confidence can come from the transparency of the materials and their origin. Traceability, as a trend, inspires greater confidence from consumers and with that brings brand loyalty.

As V.V. Tam, Senior Officer, Overseas Business Department at Chow Tai Fook (Green Village K56), explains: "Every diamond is traceable from sourcing, imbued with a unique identity with authorisation by the world's leading diamond producers" in many ways it is "a transparent window to the truth" and "lets you see far deeper into the virtues of your diamond, beyond merely face value. When you admire a diamond, you don't only admire its every aspect with clarity, but also with certainty," Tam adds.



◀ Buckley London is adding more pieces to the 'Be Charmed' range, which includes three new collections, Eastern Wishes, Paradise and Fiesta.



Majorica is showcasing Hechizo, which is an elegant collection featuring a simple and streamlined design which purports that, when wearing it, you won't go unnoticed.

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Consumers are increasingly purchasing versatile jewellery that does not enforce a need for jewellery calibration from season to season, says Wellington Jeweller.



For Wellington Jeweller (Blue Village B4), “the Pica LéLa brand offers you a broad range of luxury collections that fit the modern day female personality – fashion-conscious, dynamic, versatile and assertive women,” says Sarah Lynch, Executive of Business Operations, Wellington Jeweller. After all, this is the world we live in: one where watches and jewellery can show the wearer is forthright, creative and clever, as well as beautiful.

Millennial mindset

Being all things to all people can, however, be a challenge. Firstly, reaching your audience now and in the future, to continue to inspire, needs to be a goal upon which to focus. But brands such as Daniel Wellington (Beach Village Beach 18), do it with aplomb.

“We have the millennials on our side, and our Daniel Wellington Instagram account has +4.2 million followers,” says Mathias Landin, Regional Sales Manager Europe & IMEA – Travel Retail, Daniel Wellington. “Daniel Wellington’s Instagram, together with our influencers and partners, has +1 billion reach/impressions per month, and that number also keeps on



Montres Chouriet's new collection named 'Mr Right' is a tribute to working women who are confident.



GUESS.COM RTD1 PAUL MARINO/RYAN © GUESS, INC. 2018

GUESS

SCORPIO stand: P8 Mediterranean Village
 GUESS stand: F22 Blue Village





◀ *Zeades combines the tactile with hints of strength through its choice of materials. Leather is its inspiration.*

growing. It feels that we have a solid social media plan for the future, along with our global retail expansion plan." Indeed, that kind of traction is outstanding for brand recognition.

Christian Hoffmann, Marketing Director, Lambretta Watches/Capella (Yellow Village F60) also reveals how the company's "Foki 34 limited edition watch collection, exclusively designed by the famous Swedish influencer Foki Soirak, will, of course, open up [the brand] for a new younger, social media and internet-savvy, audience."

Meanwhile, with the international success of the original Aviator Smartwatch, Scorpio Worldwide (Mediterranean Village P8) is launching the Second Generation Aviator Smartwatch at TFWA World



▲ *Every Chow Tai Fook diamond is traceable from source, imbued with a unique identity with the authorisation by the world's leading diamond producers.*


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Exhibition & Conference, tapping into an audience that has needs from a modern timepiece, beyond telling the time. "The classic hybrid watch mixes Aviator style with new touchscreen technology," says Stuart McGuire, CEO Scorpio Worldwide, explaining that since it is "both Android and iOS compatible, the watch seamlessly communicates with



▲
Festina is marking 20 years in travel retail and, to celebrate, is unveiling its first-ever inflight exclusive set, Mademoiselle Festina by Swarovski.



Swarovski's innovative magnetic feature on the shimmering strands allows for customisation, so women can create seemingly endless combinations of bracelets, necklaces to match their mood, outfit, occasion – in an instant.

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▲ Clogau collections include the iconic Tree of Life.

your smartphones to give you such features as a heart rate monitor, incoming call alert, emails, SMS, social media, and many more notifications, all packed in a rugged 46mm stainless steel case with a durable black leather strap.”

Similarly technologically-savvy, Toscow (Blue Village D9) has admitted it is spending more time engaging with social platforms to help boost its reputation among an audience influenced by trends they see online. “We are very proactive in the electronic media, as it is the global trend,” says Francis Ng, General Manager, Toscow, revealing that the company gets involved with “frequent postings on major social media, such as Facebook, Instagram and YouTube” because it “helps to boost brand awareness.”

Playful & charming

Hitting several trends head on, Kurate International (Green Village H44) reminds that “rose gold continues to be a key trend – it has been for a number of years now – along with charms, astronomy pieces and casual jewellery styles. Our new Ravenna collection plays with colourful mosaics and geometric shapes, with on-trend turquoise and marbled white stones,” explains Claire O’Donnell, Key Account Manager, Kurate International.

O’Donnell reveals that “Cannes will see us launch our new luggage tag concept called Bon Voyage by Belle & Beau. The luggage labels are available in three colours – pink, lilac and grey – to reflect the Belle & Beau brand. The stylish luggage tags come with a choice of beautiful pendants, from everyday travel essential styles to tropical trends, including flamingos, starfish, daisies and feathers.” All of them, playful themes.



▲ Folli Follie Group is focusing on travel retail exclusive items, taking iconic motifs a step further to originality.

“We are excited to be adding more pieces to the ‘Be Charmed’ range, which includes three new collections, Eastern Wishes, Paradise and Fiesta,” says Amy Donlon, Head of Sales and Marketing, Buckley London (Red Village H4). Donlon explains how “Eastern Wishes is inspired by the magical tales of the 1001 Nights and the mystery of the Middle East”. As such, the collection features a decorative flying carpet and the popular ‘Hamsa Hand’. “Paradise is the most colourful and



▲ Toscow makes frequent postings on major social media, such as Facebook, Instagram and YouTube. This year it is showcasing its Viva la Vie collection.



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Charm trend: A best-seller for THOMAS SABO, these combinable items of jewellery were entirely updated in 2018.

Making moments unforgettable with a gift of jewellery. Taking memories of loved ones wherever you go. Wearing symbols that are inspired by the richness of cultural traditions, patterns and colours from around the world. This and much more is behind the design inspiration that drives company founder Thomas Sabo and creative director Susanne Kölbl – writing a success story in the travel retail sector and beyond.

The brand profits from an immensely diversified product portfolio and was aware of its potential in travel retail right from the start. With a coordinated concept, it has built upon its reputation across borders ever since. At the TFWA World Exhibition & Conference, the company's sales team will now place the focus on further expansion. 'Travel retail is a key element of our multi-channel business model. We are continuously developing THOMAS SABO into the global market

leader for premium silver jewellery, working with powerful partners to consolidate our position in focus markets', Thomas Sabo says.

'Right from the outset, our vision was to create appealing designs for the broadest possible audience. The objective for all jewellery pieces is to enchant from a 360 degrees perspective, whether through adding hand set natural stones, cuts or carvings, surface structures or colours. Each product is refined by hand and manufactured with the highest quality standards', Susanne Kölbl says.

THOMAS SABO was founded in southern Germany in 1984. Today, it is one of the leading international providers of collections of splendidly detailed jewellery and watches. THOMAS SABO is present with more than 300 shops on all five continents. It has cooperation arrangements with around 2,800 trading partners, leading airlines and cruise ships worldwide.



USP Rebel at heart men's collection: THOMAS SABO appeals to new target groups with its masculine designs.

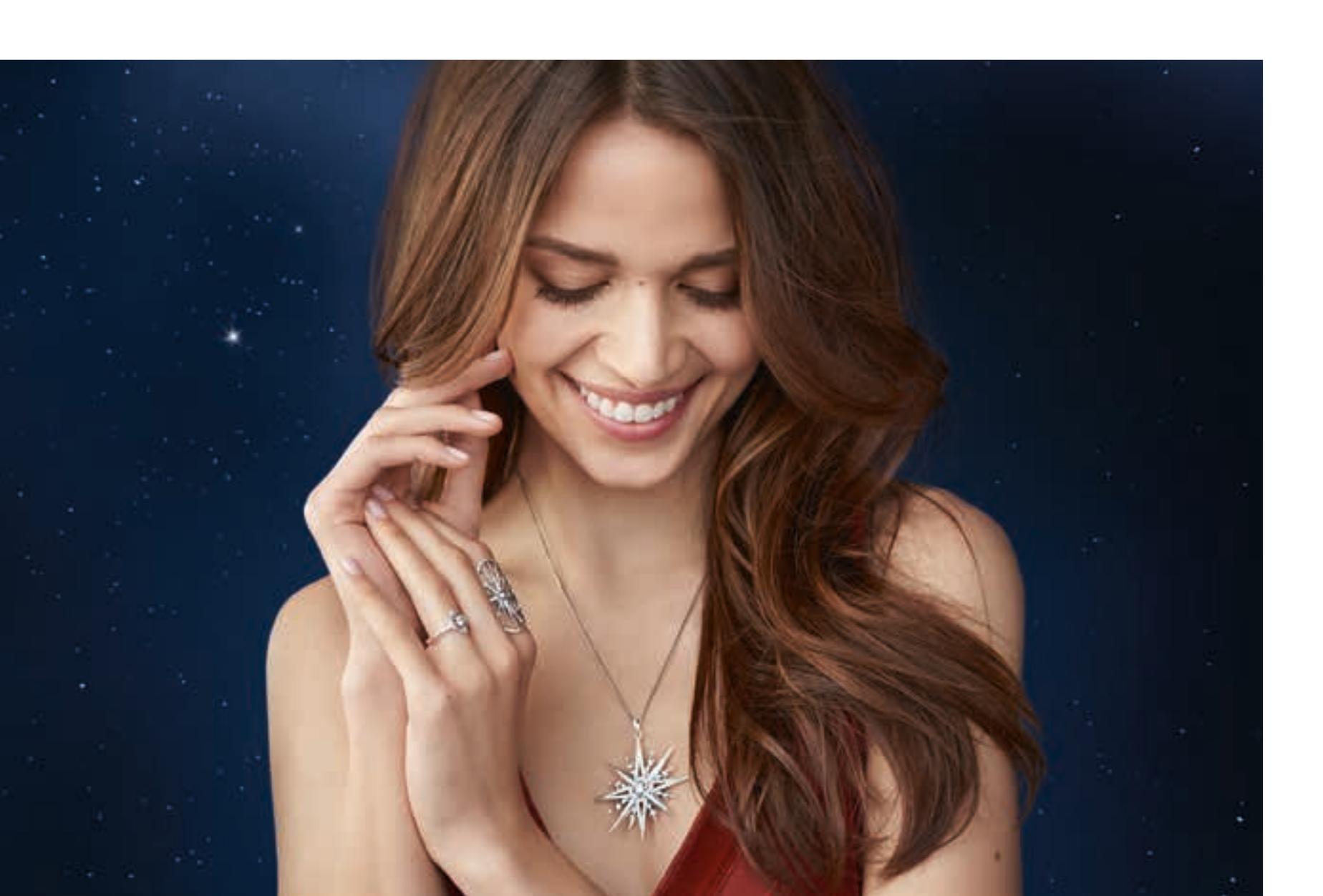


The diverse portfolio of watches offers selected models with THOMAS SABO styling and a focus on special details.



THOMAS SABO is expanding its Travel Retail presence in Asia: Recent market entries in Vietnam, South Korea and Thailand are milestones of the company's expansion.

Learn more – BLUE VILLAGE / BOOTH NO C14



Thomas Sabo

JEWELLERY & WATCHES



Daniel Wellington has millennials on its side. The Daniel Wellington Instagram account has +4.2 million followers.



fun of the new collections, the charms are playful and exciting and include a dancing carousel pony," says Donlon, pointing out that the range also includes "the Fiesta charms", which have been designed with Mexican celebration in mind and keep things fun and playful with their "Chihuahua charm".

Scorpio Worldwide is launching the Second Generation Aviator Smartwatch, which mixes Aviator style with new touchscreen technology, is both Android and iOS compatible and has features such as a heart rate monitor, incoming call alert, emails, SMS, social media, and many more notifications, all packed in a 46mm stainless steel case with a durable black leather strap.



Playful can also be described as whimsical, and with that comes fable, fairy tale and icons of legend. This year, Clogau (Yellow Village D35) is launching its travel retail exclusive 2019 range, which consists in its entirety of seven ranges, including 21 pieces of jewellery in total. "Collections include the iconic Tree of Life and Fairy, as well as Tudor Court (designed in association with Historic Royal Palaces), Oyster Pearl, Circle of Life, Honey Bee & Seraphina," reveals Aran Turner, International Customer Service Manager, Clogau, reminding that there's a way into the trend, even for the most regal of brands.

Being bold

Amidst the artful and the fun, there's another facet of the rebellion trend that seeks to dazzle and wow with the way it stands out from the crowd. Jewellers and watchmakers with a flair for striking pieces fall into this category. Coeur De Lion (Green Village M50) is a leading German manufacturer of premium designer jewellery, which is present in more than 30 countries and has been continuously growing for over 20 years. With its "unmistakable strong-selling design and a joyful use of colours, Coeur De Lion jewellery is the ideal product for travel retail and duty free," says Sabrina Valenti, Head of Travel Retail & Key Accounts, Coeur De Lion.

Also offering stand-out show-stopping appeal is the Fervor Montréal (Green Village H50) collection, which confidently interweaves precious stones with the artful care of intricate lace, showing off a range that is both elegant and impactful at the same time. "Part of this range is our new collection 'Petite Gems', which incorporates semi-precious stones and sterling silver to create dainty yet striking pieces," explains Stephen Austin, International Sales & Marketing Manager, Fervor Montréal. The overall collection looks both

Fervor Montréal's new collection 'Petite Gems' incorporates semi-precious stones and sterling silver to create dainty, yet striking, pieces.



Kurate's new Ravenna collection plays with colourful mosaics and geometric shapes, with on-trend turquoise and marbled white stones.

delicate and impressive, a hard feat to master, but is done so with the look of effortless.

Folli Follie Group (Ambassadeurs Village V2) is no stranger to creating iconic, bold, collectable adornments. This year, it is "focusing on travel retail exclusive items, taking iconic motifs a step further to originality, offered at a very competitive price," says Dimitris Fotiadis, Global Inflight Sales Manager, Folli Follie Group.

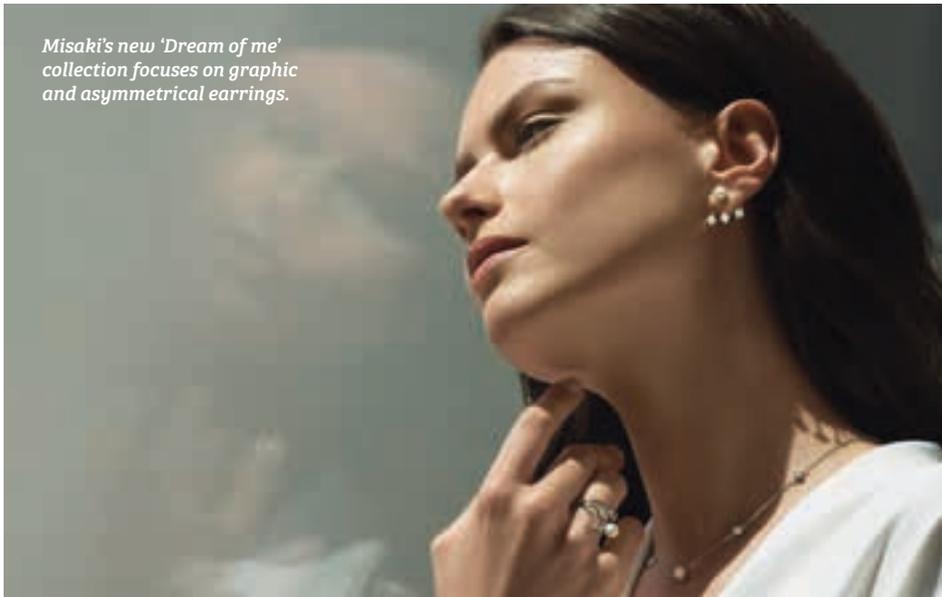
Majorica is also showcasing Hechizo, which is "an elegant collection featuring a simple and streamlined design which purports that, when wearing it, "you won't go unnoticed." Roig Fernandez adds: "The strength of its bold lines contrasts with the beauty and radiance of the legendary Majorica Pearl (guaranteed for 10 years) creating a style that catches the eye," reminding that standing out from the crowd is important.

"For gents, a brand new Lambretta watch collection, named Marco 40, will also be launched in Cannes," says Hoffmann, highlighting that the collection includes "striking timepieces with lots of attitude and a spirit inspired by the great Lambretta racing heritage back in the 1960s."

Everything is geared towards not fading into the background.

Scorpio Worldwide is showcasing the Pierre Cardin Diamond Collection in Cannes, which also falls into this trend. McGuire points out that "within the watch,





Misaki's new 'Dream of me' collection focuses on graphic and asymmetrical earrings.

From Victorinox, the I.N.O.X Mechanical with a guilloche dial is in the style of the Swiss Officer's knife, providing a unique design feature. The I.N.O.X signature bezel has also been coated to make it even more resistant to wear and tear.



pendant and earring sets, each watch features a genuine certified diamond, set into the dial". Certainly not a style for wallflowers.

Marin Grandjean, Worldwide Travel Retail Director, Frédérique Constant (Riviera Village RG13), admits that standing out and being distinct is the ultimate goal for the company. "We foresee a need to distinguish oneself and bring exclusivity within the industry, and we do our best to adapt to this upcoming trend," says Grandjean.

Staying iconic and giving a nod or two to the classics and the greats is also another way to notify consumers that a jewellery brand should be noticed. This can be recognised by the new Frey Wille (Yellow Village C15) collection being showcased this year, 'Homage a Vincent Van Gogh', explains Wessam Elmona, General Manager Middle East & Africa, Frey Wille.

From Victorinox (Bay Village Bay 17B), boldness comes in the form of unique design features that not only showcase craftsmanship and skill, but also connections to a heritage built in iconic mechanics. Its links to the Swiss Officer's knife being part of its legacy.

"The I.N.O.X Mechanical is the result of significant R&D cycles, conducted to ensure the automatic movement is as robust as possible," explains Thomas Bodenmann, Director of Global Travel Retail, Victorinox. "At first sight, nothing distinguishes the mechanical version from the original quartz model; however, a transparent back case shows the movement behind it, with a guilloche dial, in the style of the Swiss Officer's knife, providing a unique design feature. The I.N.O.X signature bezel has also been coated to make it even more resistant to wear and tear."

Certainly not simply aesthetics in play, but something more that shows off the prowess of the brand.

Asymmetrical adornments

Other ways of subverting convention, or indeed rebelling, include the many asymmetrical designs now sweeping the category. From Majorica, there is its Rose collection, which encourages the consumer to "join in to the asymmetric trend" reminding that with "the arrival of fall brings a bit of rebelliousness" and so we see "half a pair of earrings, to wear with another half a pair of iconic Majorica stud earrings, or alone. Long earrings are this season's revolution," Roig Fernandez adds.

Toscow's Ng explains that "nowadays people are talking about individuality and customers

always look for character in the jewellery they are wearing [this is why] asymmetrical jewellery gives the wearer an edge of personality over traditional symmetrical designs. Our award-winning collection Provence Romance is a good example to prove that asymmetrical designed jewellery is very well received by the market".

Tateossian reminds that men are becoming much more open to wearing jewellery.



The Foki 34 limited edition watch collection, exclusively designed by the famous Swedish influencer Foki Soirak, will open up the brand for a new younger, social media and internet savvy, audience.





Also subverting convention, Tateossian (Riviera Village RF10) reminds that it is not just women who are the focus for jewellery items, but men are avid consumers of new ways to express their own individual style. "Men are becoming much more open to wearing jewellery, and we have recently seen an increase in necklaces worn on men," says Hannah Walmesley, Sales and Marketing Associate, Tateossian.

In other corners, asymmetry is also present. For example, Misaki's (Yellow Village E26) new 'Dream of me' collection focuses on graphic and asymmetrical earrings. "The earrings of the Night set are a good illustration of this trend, while Colour is daring with its '2 in 1' earrings of the Sunbeams set made of pearl and asymmetrical white, green and sun yellow cubic zirconia," says Stéphane Alech, spokesperson, Misaki. "The earrings can be worn alone as an ear stud, or else with the asymmetrical attachment located under the lobe."

Staying versatile

The final part of the rebellion trend is versatility and individual customisation, which is present among many collections in a bid to help consumers mix and match for their own style, as well as bridge the day to night aspect of jewellery and watch collections so that people have more choice. The versatility trend illustrates that people seek products that meet their needs more readily than single-wear items. According to Wellington Jeweller's Lynch, "consumers are increasingly purchasing versatile jewellery that does not enforce a need for jewellery calibration from season to season."

At Majorica, Roig Fernandez reminds that "long necklaces can be adjusted and worn at different lengths, creating many different styles" and the brand's "chokers can be worn as two rows of bracelets" generating "infinite possibilities for an infinite collection".

Claire Kandler, spokesperson at Les Interchangeables (Yellow Village H63), highlights that the revolutionary "ribbon-bangle" will be presented during TFWA



Invicta Watches' TechnoMarine models have interchangeable and reversible straps.

◀ *Tous' new Hold range is a collection of rings and pendants that you can match and make your own necklace, earrings or bracelet.*

World Exhibition & Conference. "Based on a soft brass structure, the ribbon-bangle is covered with palladium, gold and pink gold, and can receive the traditional multi-coloured haute couture stretch ribbons of the brand which fits any wrist or finger. You can create as many combinations according to your wishes in just one second," says Kandler.

Similarly, "the inspiration for the latest theme of Guess jewellery revolves around personalisation," says McGuire. Guess has sought to work this theme in an innovative way, by presenting the key collection 'My Bangle', a line composed of a stainless steel bangle in different colour combinations with saffiano finishing. "Customisation is not just about being able to choose one of the many colour variants – the strap can be added or removed from the bangle, it has a different colour on each side," says McGuire.

Also sporting versatility is Morellato Group (Blue Village F26) with its "Rea collection" an "alternative for customers who love the strap interchanging concept," explains Andrea Tanucci, International Sales Director/Enrico Molin, General Manager Asia Pacific, Morellato Group.

Swarovski's "innovative magnetic feature on the shimmering strands allows for customisation, so women can create seemingly endless combinations of bracelets and necklaces to match their mood, outfit, or occasion – in an instant," says Colin.

Invicta Watches (Blue Village F18) is showing for

◀ *Coeur de Lion has an unmistakable strong-selling design and a joyful use of colours.*

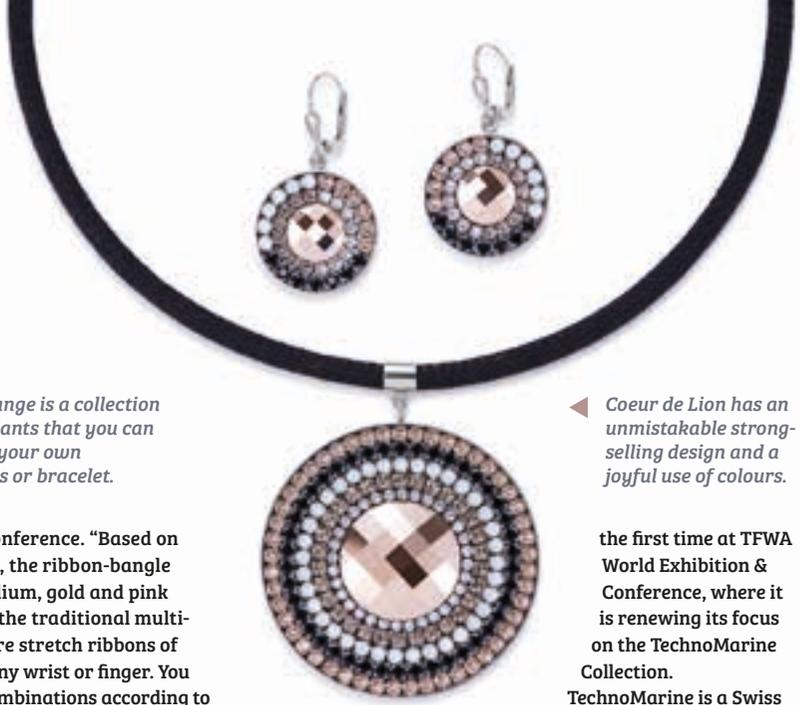
the first time at TFWA World Exhibition & Conference, where it is renewing its focus on the TechnoMarine Collection.

TechnoMarine is a Swiss brand that Invicta bought about two years ago. It is sophisticated, stylish and smart,

and uses ocean and nautical themes. Its watches have interchangeable and reversible straps. Since Invicta purchased the brand, it has been restyling it, and in Cannes it is showing the first newly-restyled TechnoMarine models.

Austin from Fervor Montréal points out that "personalisation and products with personal meaning are still going from strength to strength", describing how Fervor's "Monogram and Zodiac collections fall into this growing market trend".

Adaptability is paramount for today's consumers. After all, as Rosa Tous, Corporate Vice Chairwoman of Tous (Bay Village Bay 5B), notes: "Nowadays, 'mix & match' or 'make it yours' is an important trend to be aware of. At Tous, we are launching with a lot of content," she adds, highlighting how "the new Hold collection was born to achieve this: a collection of rings and pendants that you could match and make your own necklace, earrings or bracelet." Conventional? Not always, but rebellion at its best.



Frédérique Constant foresees a need to distinguish itself and bring exclusivity to the industry.



Learn more about the watches & jewellery innovations being presented at TFWA World Exhibition & Conference by visiting the TFWA Product Showcase (www.tfwaproductshowcase.com). Scan this code to visit the TFWA Product Showcase

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