



Playing it safe?

Dear readers,

In uncertain times, people tend to play it safe. For most of them this means relying on the tried and true, sticking to the brand they have always bought and trusting those they have known for some time. Sustainability, no longer a mere topic of discussion but a full-fledged trend these days, is becoming even more important. In this fast-paced time, people are looking for things that last and won't already be discarded in the next season. In fact, the end of "conspicuous consumption", i.e. the demonstrative consumption of expensive or overpriced and excessively expressive products, is already being heralded in America – which we think is a good thing. After all, it can't hurt to remember the oft-quoted "genuine values" which, of course, refer to both the actual value of valuable things like precious metals and gemstones and to the intangible, artistic value generated by the design effort. In this issue we'll show you a bit of everything: precious jewels and appealing pieces for everyday wear, as well as new examples of designer jewelry which once again show that jewelry is also an art form. In particular, I would like to recommend taking a look at our pages entitled "Verführung x 2" ("Alluring Alliances"). Presenting an exciting combination of perfume flacons and jewelry, they are yet another creative piece of work of our Art Director, Evelyne Gum, who has been shaping the appearance of Schmuck Magazin for almost two years now. Sustainability, however, should not turn into boredom. This is why we provide some fresh impetus, for example by initiating the "Schmuck Award" (Jewelry Award), encouraging jewelry creators to participate in a creative competition (page 73). Also, after seeing how much you are interested in the "Exzellente Schmuckkultur" (Excellent Jewelry Culture) award –



EVELYNE GUM

we received more than 3,500 votes the last time – we would like to invite you again to cast your votes and help determine the top 100 jewelers in Germany. And last but not least, we would like to draw your attention to another novelty: From now on we will dedicate more space in Schmuck Magazin to watches. After all, more and more women are not only interested in beautiful but also in high-end timekeepers – something which also indicates the trend towards genuine values that we'll gladly follow up on.

We wish you an enjoyable spring season.

Petra Bäuerle

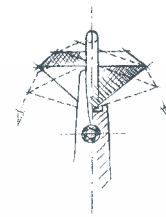
Petra Bäuerle
Chefredaktion

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