



„PARADISE“



„MARRAKECH“



JEWELRY A LA ITALIA

TRADITION AND SENSUALITY, CLASSIC ITALIAN CRAFTSMANSHIP COMBINED WITH PASSION AND IMAGINATION, A SENSE FOR MODERN TRENDS TRANSLATED INTO TIMELESS DESIGNS. SCHMUCK MAGAZIN SPOKE WITH MARCO BICEGO WHO UNITES ALL THESE CHARACTERISTICS IN THE JEWELRY OF THE BRAND THAT BEARS HIS NAME.

What are the differences between the Italian jewelry scene and the jewelry scenes in other European countries?

MARCO BICEGO: The northern part of Europe is predominantly rather conservative, something which is reflected in the design of the jewelry, of course.

As a rule, the influences of different cultures also have an effect on the design of jewelry. I myself am inspired by my travels and the people I meet, in short, by my surroundings. It's up to each and every person how they assimilate these influences and what they make of them. Creativity is a long and constantly changing process of development, and only this can result in good design.

Are there any design characteristics that you consider as typically Italian?

MB: In my opinion, the creativity and passion someone puts in his or her work are important factors for trend-setting designs. They are indispensable if you want to achieve an optimum result which, like the Marco Bicego brand, stands for "100 per cent Italy". My goal is to

achieve the optimum in terms of quality and service, i.e. perfection as to the choice of materials, the creativity of the designs, working the materials, and in terms of service.

What kind of relationship do the people in Italy have with jewelry? How do Italian women adorn themselves – e.g. more opulently or more discreetly – and for which occasions do they put on jewelry?

MB: Fashion and artistically designed jewelry have been firmly rooted in Italy since time immemorial. Jewelry should be part of everyday life like wearing clothes. Men and women – and not only in Italy – should wear my jewelry with the same dedication and passion with which I create these pieces.

What makes jewelry created in southern countries so appealing?

MB: Its appeal does not necessarily depend on whether it has a southern flair or not. In my opinion, jewelry has to be simple: easy to understand and therefore easy to wear too. The pieces must be flexible and comfortable to allow for "everyday luxury" – with "everyday luxury" meaning exactly this: simple and comfortable.

Do you design all of your jewelry in-house or do you also collaborate with external designers?

MB: Our design team consists of myself and four or five staff members who constantly work on the current collections. My regular travels, the various cultures I



encounter and the different people I meet influence the design of the Marco Bicego jewelry. I set the course, and in a long and creative process in collaboration with my team a new collection is created. Each year we work on a new collection such as our new men's collection which we presented at the Baselworld trade show this year. It presents itself as very straight-lined in contrast to our new "Jaipur Diamonds" ladies' collection which is very organic and gently rounded. But the men's collection also includes unisex elements. Society is in constant change, and thus it is not surprising that even women like the new men's collection.

What type of woman opts for Marco Bicego jewelry?

MB: Women between 35 and 60 who are in the best years of their lives. Not in terms of age but in terms of experience and personal attitude. The very cosmopolitan woman who likes luxury and enjoys her life.

Women who wear my jewelry pursue their own paths – just like I do.

MB: I like it when women combine several pieces of jewelry, when they simply go ahead and mix the collections. I find it interesting when women wear several long necklaces on top of each other, for example, or convert a necklace into a bracelet.

What does the Marco Bicego brand stand for?

MB: All our pieces are "100 per cent Italy". I try to give my best in terms of quality and service. The spirit of our com-

pany can be found in all our pieces. On the one hand, this is our personal attitude towards jewelry and beautiful things, and on the other hand it is the passion with which we do our work. Only this is how we can give 100 per cent. I am a representative of the second generation of jewelry designers, and this experience, plus the surroundings of Vicenza, the city of yellow gold, have an influence on the design of my pieces.

How do you assess the current economic situation, and what do you think will the future bring?

MB: We must not rest on our laurels but instead need to continually develop further. The customer comes first, only then does the creative design process begin – in which all sorts of influences and experiences play a major role. We want to create a harmonious balance between the product, its design and its price and our support of the jewelers. This is the only way it works.

At the moment we are moving with our entire team into a new company building, comprising over 600 square meters, in Trissino/Vicenza. This move demonstrates our courageous and optimistic outlook into the future. It also represents our desired growth and presents us with new challenges. The innovative and contemporary design of the building – a mix of functional high-tech and a relaxed ambience – combines the values of the Marco Bicego brand: indispensable elegance, modern yet simultaneously timeless and always surprising. ■■■■

INTERVIEW: KATHARINA MÖSCHL