

# Condé Nast Traveller

WORLDWIDE  
WATCH & JEWELLERY  
HIGHLIGHTS







Tête à Tête ring in red gold, silver and diamonds; Pompom earrings in white gold, natural pearls and diamonds



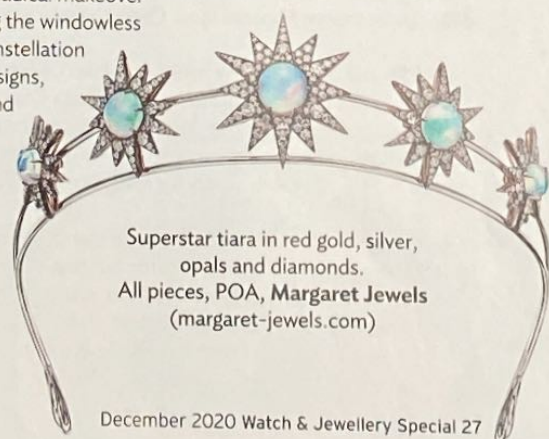
Couronne tiara ring in red gold, silver and diamonds

## GSTAAD PALACE, SWITZERLAND

Step into the lobby bar here on a Friday night and you'll be lucky to get a seat. In fact ditto for any night during the ski season, because this is where the whole of Gstaad seems to hang out, a particular rabble of seasoned international patrons keen to luxuriate in its squashy deep sofas, open fires and old-time glamour while drinking the best cocktails in town. An unspoken dress code abides – for the men a cashmere turtle-neck and a hefty watch; for the women furs and diamonds – while browsing the ground-level jewellery boutiques is a pre-dinner tradition before heading downstairs to La Fromagerie for truffle fondue. But those in the know seek something else, and squirrelled away on the first floor is an entirely different proposition. It's here that Geneva-based Margaret Jewels stages an annual pop-up, enticing a savvy set who covet vintage-inspired pieces. 'We first had the idea five years ago,' says co-founder Candice Ophir, 'but when we asked the owner about space to exhibit he laughed at us... all the boutiques along the main corridor are rented out for years.' Yet Ophir and co-founder Oriana Melamed Sabrier persisted and were eventually shown a tiny staff meeting room up a flight of stairs from the main reception. A radical makeover was needed, and so began an annual tradition of transforming the windowless space into a fantastical jewellery showcase. This year saw a constellation theme; midnight-blue walls inlaid with lights arranged like star signs, bespoke shelves for the gems, an extensive floral installation and neon-pink strips of light 'to add a modern touch,' says Ophir. Regular clients love the opportunity to buy something special after a day's skiing, while the pop-up is timed around Valentine's Day and the alumni reunion weekend of famous boarding school Le Rosey (its winter campus is based in the village). 'A friend of a friend will arrive,' says Ophir of new customers, 'and they'll fall in love with a piece.' It's no surprise to hear that Margaret Jewels has booked that small meeting room for years to come. *palace.ch*



Wing earrings in red gold, silver, pink spinels and diamonds; Cambridge tiara ring in red gold, silver and diamonds



Superstar tiara in red gold, silver, opals and diamonds. All pieces, POA, Margaret Jewels ([margaret-jewels.com](http://margaret-jewels.com))