

The two founders of this new event, Thomas Faerber, owner of the fourth-generation Faerber Collection, and Ronny Totah, co-owner of Horowitz and Totah, were at the ribbon-cutting ceremony along with about one hundred exhibitors, an ensemble of historic houses, contemporary designers, and many precious-stone traders, mostly from the local area. It's a bit of a reflection of what has always been the 'commercial' side of Geneva, if you will, which for centuries has challenged itself in the same square, or rather, along Rue du Rhône, brands that have made history with high-range jewelry and contemporary designers, dictating the new rules of style and technique. This marvelous tour begins at number 23, in the recently renovated 200-square-meter boutique of Jahan, a family of jewelry traders who came here in 1980 from Teheran, with seven generations of creations that bewitched the princesses of the Persian Gulf and half of Europe. Mouawad, another Middle Eastern brand, is located at number 8. The impressive story of this family of designers/entrepreneurs began in Beirut in 1891, and then moved on to New York, Mexico City, Saudi Arabia, and finally Geneva in 1970. Robert Mouawad led the company at that time and he had some of the largest diamonds of the era in his hands, contributing to the evolution of gemology and becoming an expert for the Gemological Institute of America, where today there is a campus in California dedicated to him. From the same city, Beirut, and on the same street in Geneva, but at number 29, you'll find Chatila. The original founder, George, opened his first boutique in Lebanon in 1860. This was followed by the opening in Switzerland in 1983. Another 'old-school' names to know include Avakian at number 19. Originally from Bulgaria, the company transplanted here in 1976. Another is Benoit de Gorski, whose motto is, 'luxury is personalization.' Baszander, which brings together fine jewelry from today and yesterday, was founded on Place Vendôme in 1771.

The company decided to look to the future with the creative choices of two young designers, Yael Cantini-Baszanger and Semaja Fulpius, dedicated to lines that are particularly minimalist as compared to the origins of the house. Margaret Jewels took a decisive turn towards a new wave. The young brand, founded by Oriana Melamed Sabrier and Candice Ophir, features bangles with a romantic feel thanks to nineteenth-century cameos or tiaras that reorganize period diamonds in a contemporary way. The Nadia Morgenthaler world is all about 'Belle Époque' and exotic 'Baroque' architecture, which took inspiration from Maharaja buildings. 'Modern jeweler. Traditionally crafted' is the recurring theme that moves Oselieri Racine. Miriam Racine Bergensen and Pedro Oselieri Lopes are a couple in life and at work, where they only create unique pieces on commission, with geometric lines and symmetries that draw from Scandinavian tastes as well as South American ones. Their overall vision is seemingly infused with all of the knowledge of the city's diamond experts and artisans. This new reality will have its first boutique by the end of the 2018. Where? On Rue du Rhône, of course. ♦

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Above: Blakene gold necklace with a pearl pendant, Baszanger. Below: Moonstone Superstar bracelet, Margaret Jewels.

