

# Le Point Watches

## Jewelry at the heart of fashion week

Founded by Darren Hildrow, the NouvelleBox show presented a concentration of jewelry creations during Paris Fashion Week.

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Ancestral craftsmanship, evocative of timeless gestures, is making its mark in contemporary jewelry creation, like this Aymer Maria necklace, revealed during fashion week at the NouvelleBox show.

"**P** Why present jewelry during Fashion Week? Simply because the buyers are there!" says Darren Hildrow, who adds: "Multi-brand fashion retailers, whatever their size, are also interested in accessories and ornaments, whether precious or not." The founder of the NouvelleBox platform is organizing a trade fair in Paris that connects 27 jewelry brands with a good hundred points of sale. Not one more brand. "This is the sixth edition and it works well. I want to offer visitors a clear offer, with designers who offer something different and who have a truly personal point of view. Some trade fairs, once prestigious and pioneering, have drowned by presenting too many people."

## Elevation and inventiveness



British Afro-Caribbean designer Ruth Aymer Marten, founder of the Aymer Maria brand, transposes architectural motifs that have shaped the ancient landscapes of East Africa into precious ornaments.

Elevation is expressed by the triumph of gesture. If the noble metal is everywhere, it is ostentatiously worked by hand, hammered, grained, incised, to exalt both the richness of the craftsmanship but also the cultural depth that it often contains. Thus, the Afro-Caribbean British designer Ruth Aymer Marten transposes into precious ornaments architectural motifs that have forged the ancient landscapes of East Africa while the sisters Gabriela and Tere Artigas materialize in rings or necklaces the echoes of the artistic movements that animated the Mexican odyssey of their ancestors. And while Jasmine Atallah brings out in her solar creations a burst of the Orient that evokes the memory of a Pakistani temple or the geometric purity of an Islamic motif, Kiaia encases in the chains that hold ancient pieces, the immense heritage of Neapolitan know-how.

"There is clearly a desire to associate the safe haven aspect embodied by gold with a desire to celebrate know-how that tells a story of heritage, both material and spiritual," concludes Darren Hildrow. Note: if gold dominates in majesty, the dizzying price of the noble metal requires the presence of associations of materials - gold and silver for example - or the use of less expensive alloys (9 or 14 carats) on jewelry with significant volumes. "Gold is essential to convince buyers because it reassures in times of crisis," says a buyer. "Nevertheless, alloys such as 9 or 14 carats still allow for significant volumes to emerge that tell stories, highlight ancestral crafts and immemorial gestures." In the absence of being able to rely on the joy of the present time, jewelry reminds us that the wise reflections of the past help us preserve the future.