

EYE OF PINK HEATER

FW21 SEASON HIGHLIGHTS



ANNA MACCIERI ROSSI
PORTRAIT OF A
DESIGNER



**INTERVIEW WITH
MIRYAM LABIAD**
DESIGNER, JET-SETTER
& INFLUENCER



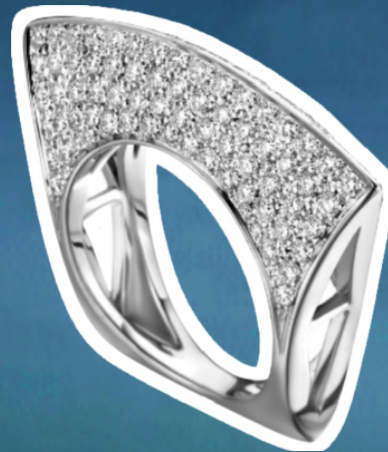
RAINBOW CONNECTION
TRENDS IN JEWELRY

**EYE OF PINK HEATER
x PRINTEMPS**

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MALIKA BENSHILA HUTIN EDITO



“ This edition is about beautiful encounters, unique jewels, inspired artists, and a shared path of humanity.”



WHAT in jewelry makes it so *SINGULAR* that it can be considered as *ART* ? Is it in the PRECIOUSNESS of the material *used* ? In the AMOUNT of TIME spent on CRAFTING the jewel ? Or in the *ability* to INSPIRE, to *REASSURE*, and to move *people* ?

ART
IS
EVERY
WEAR

In a world filled with uncertainty, jewelry acts as a reference point. One to beauty and the emotions that contemplation procures. Of hard work, through the techniques and innovations. And finally, the reference point of an era. Jewels and art as well, are fundamentally aspirational; yet, they still have the ability to be incredibly anchored in a specific time or area.

This dynamic between temporality and timelessness makes it so singular. Owning a piece of fine jewelry is like possessing a piece of history nicely chiseled by an artist.

As a result, this edition is about beautiful encounters, unique jewels, inspired artists, and a shared path of humanity."

MALIKA BENSHILA HUTIN

Chenshila

ANNA MACCIERI ROSSI

CONSULTANT in the **most prestigious brands**, talented *jeweler* acknowledged by *Tiffany&Co, Cartier, Bulgari and Jaeger-Le - Coultre*, **ANNA MACCIERI ROSSI** opens the doors of her WORLD. She *tells us* about her INSPIRATIONS, her CAREER and the **NOTION OF TIME** that is so **dear** to her.

Tell us more about your childhood home and your actual location.

I grew up in Reggio Emilia, not so far from where I live now, in my mom's jewelry boutique, a very special place where I could create and make experiences with all kinds of stones and materials.

After moving quite early to different places (Bologna, Madrid, Milan, London, Paris), I settled in Santarcangelo Di Romagna.



“*I never stop at the beauty. I always look for magic.*”



What does your typical day look like ?

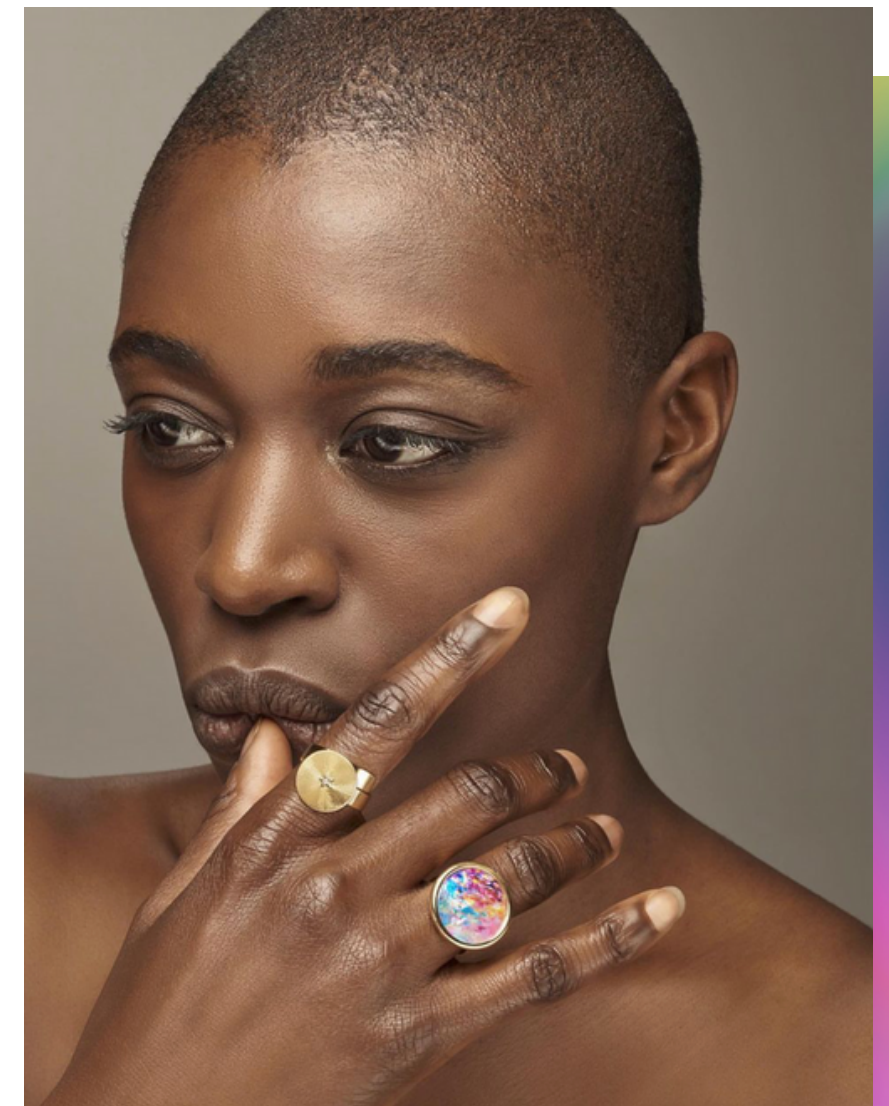
I am a "morning" lady. I wake up very early every day. I love thinking that I have some time for me, while the others are still sleeping. I run 40 minutes and I start my day before my kids are awake. A morning ritual ? In order to face my day... I could never live without my coffee. After all I am italian.

Professionally and creatively, what's your goal ?

I have a background as a Senior watch designer and all my work is deeply inspired by the theme of **Time**. It is a very dear concept for me. Time is the common thread for all my collections and it is the theme that drives me now to my new ideas. Time is precious and we should be aware of it. Through all my creations I am trying to translate a very **strong message** :

No moment, better than this, could express that Time is our **treasure** so deeply and truly.

We have to learn to take care of our lives and our Earth. We have to open our eyes and not take anything for granted. My work is the expression of handmade craftsmanship, each detail is very important and through my pieces, I am trying to make people understand that it is essential to protect small businesses which express true creativity and authenticity of traditional techniques.



PORTRAIT OF A DESIGNER



*“Memory
is our **essence**.
Imagination is
our
dream.”*

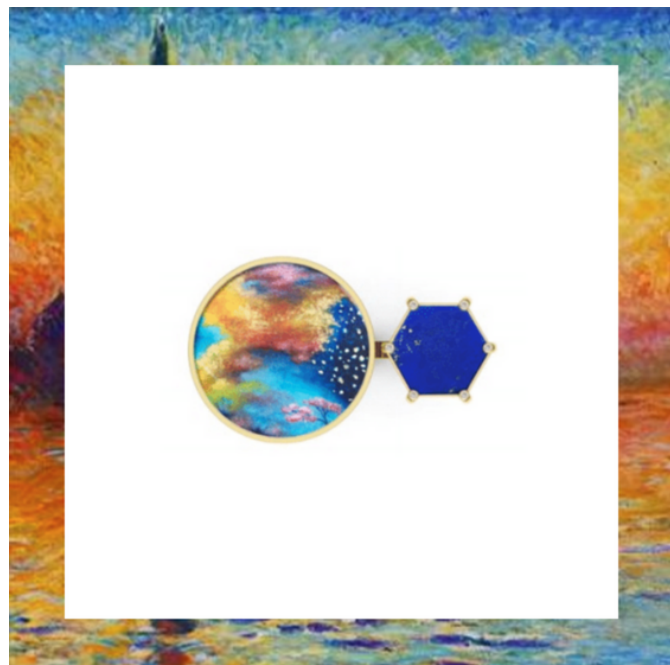
*What inspired you to start your
own jewelry brand ?*

I love when objects contain stories, when they have a soul, when they function, move. I look for the unexpected and create timeless amulets that evoke emotions and can make you dream.

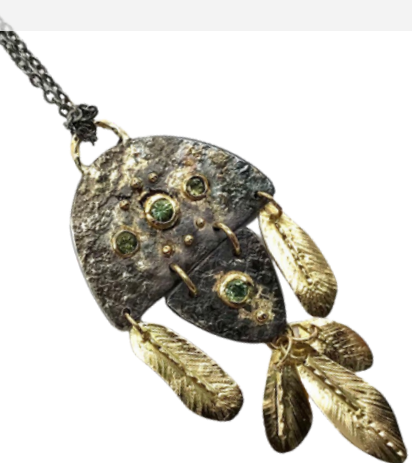
I felt the need to express my personal vision and my philosophy. I had and still have so much to share and say.

I always say that my project is a tribute to the memory through imagination, as memory is able to connect us to our roots and tradition; while imagination can inspire us and brings us to the future. Memory is our essence. Imagination is our dream.

I can surely say that Anna Maccieri Rossi is the dream that comes true and having the chance to share my art and vision with the world is a beautiful and magic journey !



FOCUS ON OUR DESIGNERS



MYSTICAL *Totem*

What brings **Nadia Saïdi**'s work to life is "the relevant presence of minimalism and delicacy".

The Totem pendant is made of 18K gold and silver, and the feathers are made of 18K gold. Each of her creations is hand-crafted.

TRENDY

Enamelled Sensuality

This **ACCHITTO** ring represents discreet beauty and subtle love. Matter of fact, the word AMAME ("love me") is hidden in the inner part of the opening, highlighted on a gold area.



POSSIBILITY

Time flies

This necklace is a show-stopper. Not only because it is made of 18k Gold and painted nacre but also because it can be moved and worn according to different moods. And if we love a bit of versatility in fashion, we absolutely stand for meaningful statement pieces. Time is precious, don't waste it! A gentle reminder from **ANNA MACCIERI ROSSI**



MEMORIES

Airy melancholy

This beautiful kite from the Lilly Kite collection is made from 18K rose gold, white diamonds and pink sapphire. Designed as a lace of metal and precious stones, the Lilly Kite collection was imagined by **MIMIA LEBLANC** as a perfect alliance between day and night.



CULTURAL

Treasure of the past

TSURA enriches her collection by reaffirming her love for gemstones, attempting to reconnect us with wisdom, linking her works to the stories of our ancestors.

The Jade Buddha Talismanic Earrings are made of 18k Gold with Burmese Jade, Cowrie Shells, Ruby in Zoisite, Watermelon Tourmaline, Brown Diamonds and Rutile Quartz.



WILDLIFE

Diamond's roar

For a long time, fine jewelry has been reserved for the nobility. What could be nobler then than to represent the king of the jungle in an 18-carat pendant ennobled with diamonds? With the claws, the fangs, the details, **ZOE CHICCO** pays tribute to Botswana's wildlife.



DESIGN

New Face

Inspired by tribal Art, this **NATIA X LAKO** gold-plated brooch is reminiscent of African masks and Roman modillions in the shape of a face.



ORIGINALITY

Fish charmer

CEDILLE's universe is complex yet so playful. Her inspiration is mainly part of nature, geometry, and architecture. This skeleton fish earring is THE jewel to have in a wardrobe. Subtly, it can twist even the most basic outfits.



TIMELESS

Meticulous goldsmith

ELE KARELA draws her inspiration from mythology but also from her numerous travels. This sumptuous ring is set with diamonds, emeralds, sapphires and aquamarines.



SPHINX

Egyptian spirit

Fine jewelry is the sign of imperishable beauty. Hence, the sphinx is an unmissable emblem of this everlasting contemporaneity. These 7cm **BARE** earrings are crafted in black enamel with 18kt white gold and diamonds.



EYE OF PINK HEATER X SAMARITAINE

Eye of Pink Heater
settles at la
Samaritaine from
June 24 to
September 2021

ART DÉCO

1926-1928

ART NOUVEAU

1905-1907

ART NOUVEAU

1891 - 1910

SANAA
FACADE

2014-2019

The **UNIQUENESS** of “*EYE OF PINK HEATER*” lies in its resolutely **MODERN approach**. Combining **INFLUENCES** from **ART, design, and fashion**, curator **MALIKA** has *succeeded* in **CREATING** a **space** dedicated to **JEWELRY** that goes completely off the **BEATEN TRACK**.

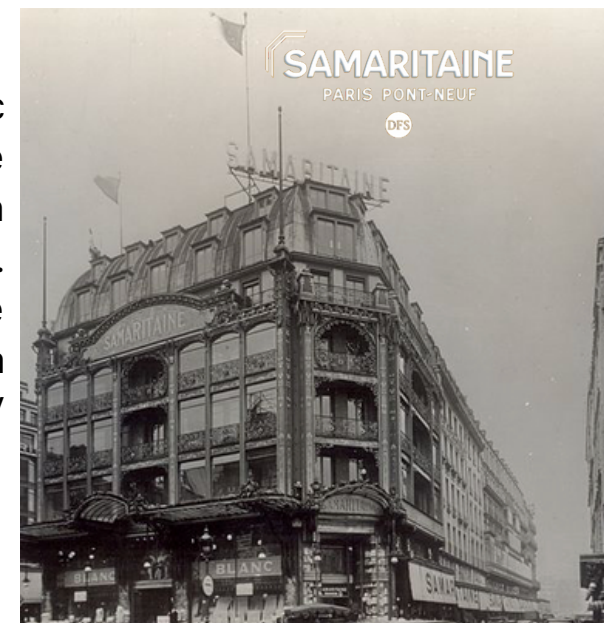
The **SAMARITAINE**, therefore, wished to **JOIN FORCES** to **highlight** the **COLLECTIONS** of *Bare, Cédille, Elé Karela, Tsura, Anna Maccieri Rossi, and Lanzarope*.

“The one stop focus on international trendy designers and fashion enthusiasts.”



A TOUCH OF HISTORY...

La Samaritaine was led by a former fabric salesman, Ernest Cognacq, and his wife Marie-Louise Jaÿ, who had previously been the first saleswoman at Le Bon Marché. They decided to set up their business on the rue du Pont-Neuf and named it after a fountain that had been there since Henry IV on one of the arches of the bridge.



MIMIA LEBLANC

INTERVIEW

DESIGNER
JET-SETTER
INFLUENCER

Where did you grow up, where do you live ?

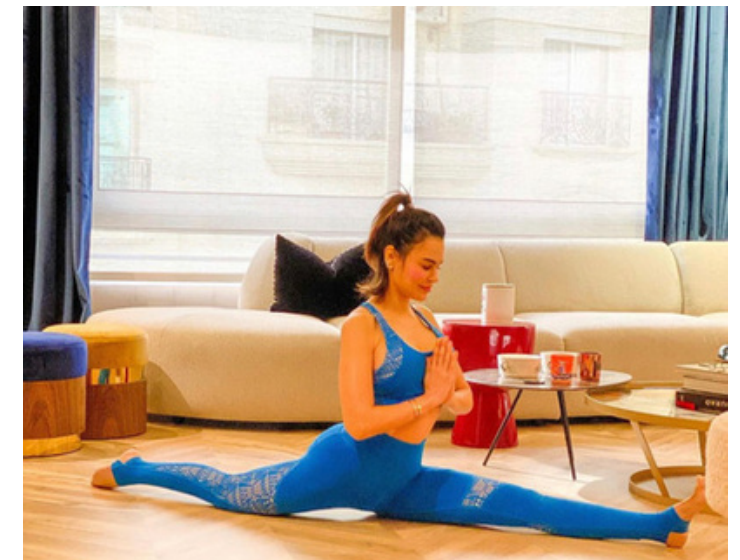
I was born in Morocco, I completed my studies in France, then I moved to Lebanon where I launched my jewelry line. I am currently based between Lebanon, Paris & Morocco.

How would you describe your style ?

Let's say Trendy – Chic based on my kind of mix and match.

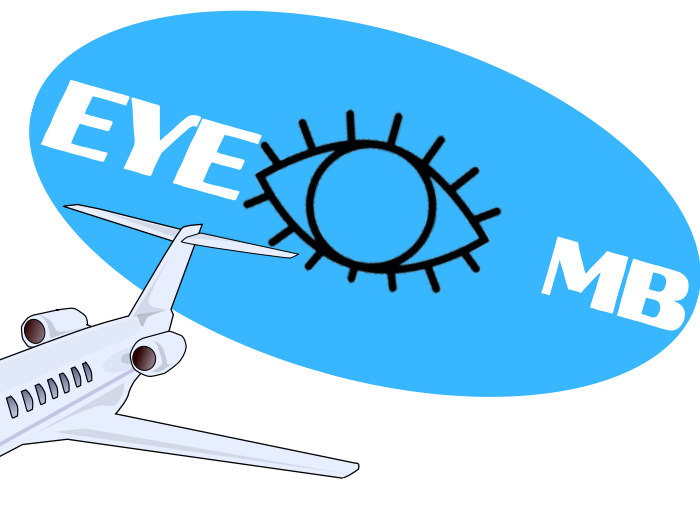
What does a typical day with you look like ?

I start my day with my working out exercises. I also try to relax myself by doing some meditation and yoga sessions, then i go to the office and factory in order to finalize my work.



Who are your favorite ready to wear and accessory designers ?

I wear from different international and local designers and brands but my favorite without any doubt are **ZUHAIR MURAD & RAMI KADI** for couture and ready-to-wear, and CHANEL when it comes to accessories.



MIMIA LEBLANC



When and why did you decide to launch your own jewelry brand?

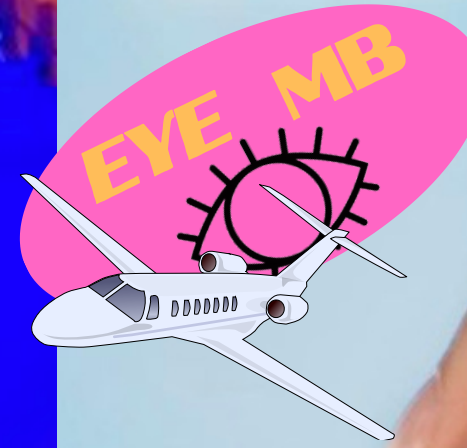
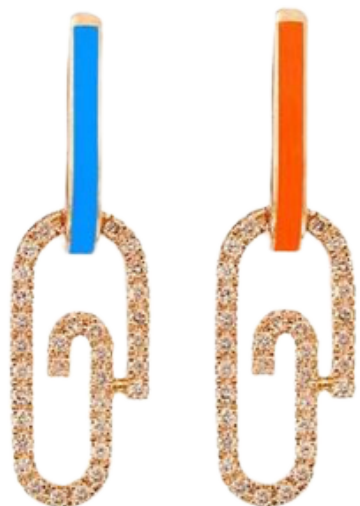
I always knew I wanted to enter the glamorous world of jewelry, beauty and clothing.

I was obsessed with fashion books and magazines. Growing up, like most little girls I was playing the dress up games, using my mother's beauty products, but for me, it was a target not only a childhood moment.

After working for years in fashion I decided to accomplish my childhood dream and enter the world of jewelry.

I completed my gemology and jewelry studies before launching my own Jewels line : **Mimia Leblanc Jewelry.**

“When it comes to my **designs**, *each one is unique* and has its own **story**”



LANZAROPE



“*Conscious that reality is always bigger than what we think, Malika wanted a symbol to invite people to think outside of the box.*”

With her interchangeable ropes, she crystallizes the essence of the brand which is all about virtuous encounters. Filled with gratitude towards the places where she had been, she shares her story through her brand.



LANZAROPE

LANZAROPE is a *new* JEWELRY brand created and designed by **Malika Benshila Hutin**. After *several years spent* at CURATING *jewels* and accessories for her **agency** PINK HEATER, she finally decided to *establish* her own BRAND.

Lanzarope is the manifest of a traveler's diary. Inspired by her numerous trips, Malika found the tools to transcribe her passion for jewelry.

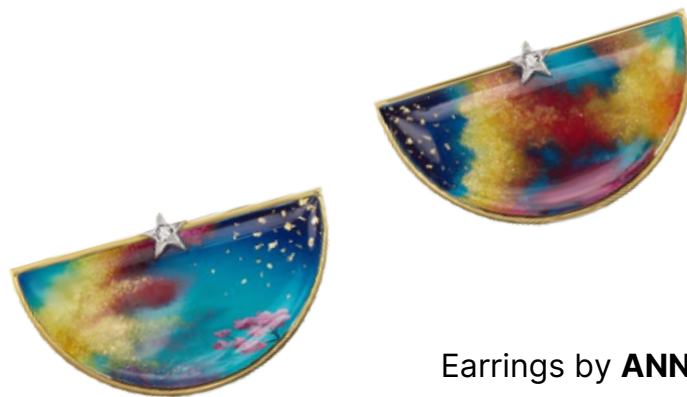
During her stay in Lanzarote, she imagined the designs of what will soon become her brand **Lanzarope**. The whole concept is about connecting and getting to know people. conscious that "reality is always bigger than what we think", Malika wanted a symbol to invite people to think outside of the box.



TRENDS IN JEWELRY

ART

Amour necklace by SAÏKI



Earrings by ANNA MACCIERI ROSSI



COLOR

Necklace
by ELE KARELA

RAINBOW CONNECTION

The RAINBOW CONNECTION **trend** is all *about* **attracting** attention by BRIGHTENING up our **looks**.

These ORIGINAL **jewels** are PERFECT to give a **little PEP** and **fantasy** to our style !



Crocodile earrings
by NATIAXLAKO



Bracelet by ACCHITTO



Earrings
by ELE KARELA

IRIDESCENT

SUMMER

EYE OF PINK HEATER SPACE

PRESENTS FRANÇOIS-MARIE LUCA



Eye of Plnk Heater space located in the cult and emblematic store located on Boulevard Haussmann in the 9th arrondissement of Paris.

EYE OF PINK HEATER **mixes** *influences* between ART and **jewelry** on its SPACE at ***Printemps Haussmann***. Through the spaces and colourful displays *are revealed* the **paintings** of FRANÇOIS-MARIE LUCA.

François- Marie Luca is a young artist of 30 years of age, he graduated from the Ecole Supérieure des Beaux-Arts of Marseille.

His work combines **fauvism, cubism** and **art brut**.

Destructuring the faces that are at the centre of his works, the artist *plays with lines and bright colours*.

He has also collaborated with **Louis Sicard** earthenware factory, creating sumptuous cicadas.

We were lucky enough and privileged to be able to exhibit his work in our ephemeral boutique at ***Printemps Haussmann***.

As you will have understood, François Marie Luca is an artist to follow very closely.



PRINTEMPS HAUSSMANN



CÉDILLE IN STYLE



“ Texas sun shines on the **searing youth** of the SUNDANCE GIRL. She *always* had her OWN WAYS, **smiles** when she *needs* to, COURTS her **entourage** when SHE WANTS to, and *encounters* only the **elevated**. Her BEAUTY *RADIATES* like a *Da Vinci PAINTING* soaked in the **dignified** and the AGELESS. ”

Words and Styling by Malika Benshila Hutin.

deuxmag.com

PINK HEATER

EYE OF 
PINK HEATER

WHERE TO FIND US

Harrods

 SAMARITAINE
PARIS PONT-NEUF

HÔTEL *de* CRILLON
A ROSEWOOD HOTEL
PARIS

PRINTEMPS

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