



EYE OF PINK HEATER

PFW FW19 HIGHLIGHTS

WHO IS MALIKA BENSILA HUTIN ?

A PORTRAIT BY THE FRENCH
JEWELRY POST

**HÔTEL D'ÉVREUX,
PLACE VENDÔME**

THE PERFECT VENUE
FOR PINK HEATER

INGRID SOL LECCIA

ART TRACK, THE COLLABORATION

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THANK YOU
TO ALL OUR PARTNERS

PINK HEATER

Designer's Hub specialized in fine jewelry, fashion and accessories brands.



© Simon Harrison

“We create a universe where **excellent design** and **quality craftsmanship** encounter most discerning retailers and professionals to provide the market with the *finest signature brands*.”



REPRESENTATION

Pink Heater Agency is committed to promoting and expanding all its outstanding jewelry brands by representing them internationally.

CONSULTANCY

Pink Heater's throughout the years built a comprehensive reputation in the jewelry and fashion industry as a consulting agency.

WWW.PINKHEATER.COM

The scenography
of the event is curated
and **designed** by
Malika Benshila Hutin.



HÔTEL D'ÉVREUX

This beautiful venue is located on the mythical Place Vendôme.



Twice a year during Paris Fashion Weeks in March and September, our office relocates to host its major event at Hôtel d'Évreux, Paris's most breathtaking setting.

This mansion invites the buyer to enjoy the most memorable buying experience.

The unique atmosphere of its luxurious rooms highlight the jewels and the setting allows the buyer to transpose it in its store.

Our logistic team works on site preparation and design planning of the venue. We organise the execution of the interior floor plans, taking scale into account to ensure that everything will fit in to the venue and allow proper circulation.

We work with the best contractors and suppliers to provide the furniture. All aspects of the event : set up, demanteling, scheduling of the appointments and hosting are handled by the team.



FOR MORE INFORMATIONS : MALIKA@PINKHEATER.COM

SANDRINE MERLE

Interview of Malika Benshila Hutin

*By Sandrine Merle,
The French Jewelry Post*



WHO IS **MALIKA BENSHILA HUTIN,** **THE FOUNDER** OF PINK HEATER ?



WHAT DOES PINK HEATER DO EXACTLY ?

For ten years, I've been helping jewelry designers develop their businesses.

First of all, this means putting them in contact with sites like Net-à-Porter or department stores throughout the world, like Le Bon Marché, the Galeries Lafayette, Saks, Harvey Nichols, Tsum in Russia or Tomorrowland in Japan.

We also have an excellent network in the Middle East. When an order is placed, Pink Heater assists designers with the red tape – customs papers, pro-forma invoices, special terms and conditions of sale, and so on. That's very reassuring for the stores' buyers !

© Christina Soublil

WHAT KIND OF JEWELRY DESIGNERS DO YOU ASSIST ?

The main thing is for them to be dedicated entirely to their brand, and have a four- to nine-year plan, or even longer.

They must also be prepared to grow, with all this implies in terms of products and marketing tools. The cost is flexible and depends on each case.



CAN YOU TELL US WHAT KIND OF SELECTION AND ATMOSPHERE THIS POP-UP STORE WILL HAVE ?

We are in a magical setting: a private 18th century mansion in Place Vendôme, the very epicenter of jewelry. I have brought together several talented, highly creative international designers like Moritz Glik, Yeprem and Zoë Chicco. Buyers' visits are by appointment, and are geared towards a real dialogue.

For typical buyers who are turned off by the gigantic size of Couture in Las Vegas or Baselworld, it's a new date much more in phase with what they are looking for.

WITH YOUR INTERNATIONAL CULTURE (HALF-AMERICAN, HALF-ALGERIAN), HOW DO YOU SEE THE MARKET DEVELOPING ?

Online sales are rocketing. That said, buyers in the US are becoming interested in exports again to pep up their offerings. In Europe, traditional jewelry stores are now turning to creative, personified brands.

This is also true of market followers like Asia and Southeast Asia, which initially capitalized on major group brands.

I'm delighted with this development, which reflects Pink Heater's philosophy and the selection we are presenting at our event in Place Vendôme.

“**PARIS** IS ABSOLUTELY TEEMING DURING **FASHION WEEK**, SO IT MEANS AN ADDED OPPORTUNITY FOR DESIGNERS.”

EDITORIAL

Haute Joaillerie with a twist



Yessam
loves
Paris



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OUR NETWORK

Over 300 international retailers on all continents, department stores, concept stores, online and specialized boutiques.



IT'S A STORY ABOUT
CONNECTION,
DISCOVERY AND
EXPERTISE.

THE FRENCH JEWELRY POST

The sales agent, an intermediary of the future



HOW, AS A JEWELRY DESIGNER, CAN YOU GET A FOOTHOLD IN THE MOST POPULAR STORES AND SALES SITES THAT ATTRACT MILLIONS OF VISITORS ?
TAKING ON A SALES AGENT IS A PROFITABLE STRATEGY.



Left to right : JEM, Ofée, Preciously, Gaya de Garnazelle



THE SALES AGENT, AN INTERMEDIARY OF THE FUTURE



The role of the sales agent is enable access to the most prestigious independent boutiques such as White Bird in Paris, Twist in Portland or Jill Wolf in Geneva, American department stores such as Bergdorf Goodman and e-commerce sites such as Net-à-Porter or Threadstyling.

Guaranteed access to millions of buyers and extraordinary visibility!

“It can have a snowball effect because buyers in Asian shops are very inspired by their selections”

says Malika Benshila Hutin, founder of Pink Heater. Her pool includes JEM, Adeline Cacheux, Ofée and Gaya by Garnazelle.

HÔTEL D'ÉVREUX
PLACE VENDÔME
19 PLACE VENDÔME,
75001 PARIS



MARCH
1st - 4th
2019



Read more on : <https://www.thefrenchjewelrypost.com/en/business/the-jewelry-sales-agent-an-intermediary>

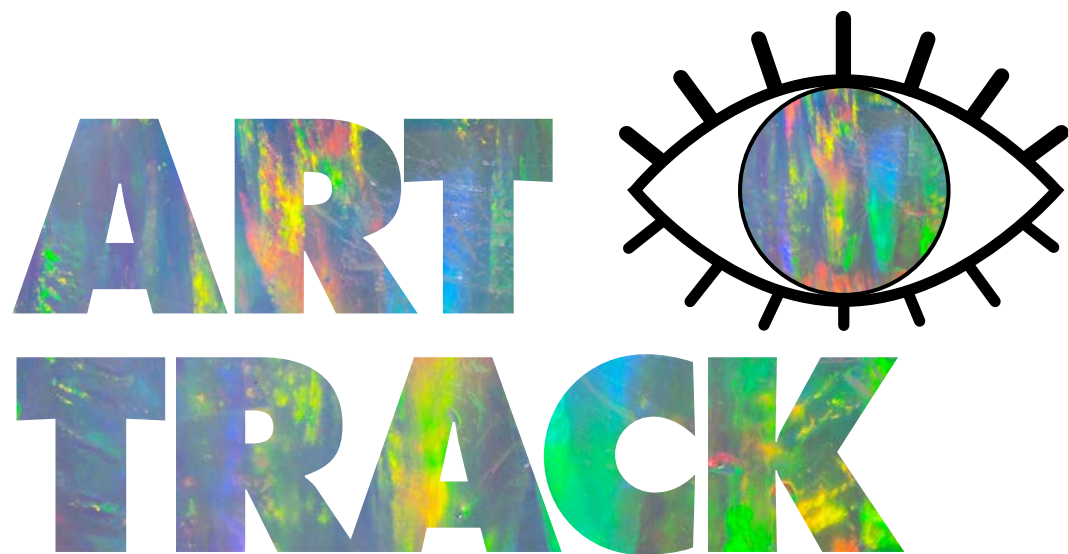
EDITORIAL

Bare redefines classics



EYE OF PINK HEATER

Ingrid Sol Leccia, the perfect balance of modern



CREATING, COLLABORATING WITH ARTISTS THAT BRING YOU THEIR VISION AND CREATIONS IS SOMETHING THAT I HAVE ALWAYS BEEN DRAWN TO. THE SIMPLE FACT OF EXCHANGING IDEAS AND BUILDING STORIES IS THE BEST PART, ITS THE EXPERIENCE AND THE JOURNEY THAT YOU WRITE **TOGETHER**.

INGRID SOL LECCIA is an artist and sculptor who refuses to be the prisoner of materials, however, she transforms the material into objects.

The ART structure - TRACK structure is composed of tubular copper structure, various elements in painted aluminum as well as carved and burned oak bases.

This installation spring a surprise as much by its aesthetics as by its originality. It provide an artistic answer to the needs of major retailers that showcase high-end products, in shop windows as in shops, concept stores or department stores.

It is customizable, in different sizes, different materials and different colors. In order to make to shipment easier, the tubular structure can be dismantled.



Collaborating with Pink Heater in this installation during PFW at Hôtel d'Évreux came with some challenges. What are the intentions when someone discovers your set up ?

CREATE A SURPRISE WITH AN INSTALLATION THAT IS BOTH AESTHETIC AND OUT OF THE ORDINARY.

I was inspired by the work of the plumbers. I had never worked with copper in this way, it took me several days of research to create this structure in my studio - I was even scared that I will not get there on time.

STRUCTURE ART TRACK

900 \$



STOOL SCULPTURE - FLOWERS

The feet are made of steel. It is a composition of several stainless steel discs of different diameters that have been previously cut with water jet.

1146.40 \$



What is the first expression you see when people discover your designs ?

A SMILE!
A «WAHOO»...
AND IT TOUCHES
ME DEEPLY.



CAMILLE ENRICO

Cuff AGUEL

210 \$

ESHOP

Available on www.pinkheater.com/eshop

BENCH NUMÉRO 7

Crude oak - carved with chainsaw. EPDM foam seat.
*This bench can be made to order in different materials
(leather, bronze, brass, etc.)*

1686 \$



CHRISTINA SOUBLI
Earring Hoops with pearls

2880 \$

STOOL SCULPTURE - TROPICS

*This stool consists of three legs
in black raw steel, a seat in
black raw steel, as well as EPDM
foam and rubber elements.*

876.60 \$



LIGHT STRUCTURE VEGETAL GOLD

*Tubular fishnet, glass beads, led, brass
sleeves, colored metallic threads*

742 \$

LENNY ZBARSKY

Aquarius Ombre Crystal Necklace

54 \$



NAK ARMSTRONG

Maze long drop earrings

8840 \$



BENCH RIO

*Small bench in powder
coated steel and EPDM foam*

1955.40 \$



SIMON HARRISON

Kahlo clip earring black diamond

95 \$



STOOL SCULPTURE - AFRICA

*The feet are made of steel.
For technical reasons, they were
manufactured in the factory.*

1146.40 \$

Write to inquiries@pinkheater.com to join the private community of PINK HEATER



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THANK YOU

to all our partners !



POTEL & CHABOT



ATTAR
DRAGÉE
SINCE 1926

Le chocolat
des Français



INGRID SOL LECCIA
SCULPTEUR PLASTICIENNE



PINK HEATER

PFW SS20

PINK HEATER JOAILLERIE

HÔTEL D'ÉVREUX, 19 PLACE VENDÔME, 75001 PARIS

SEPTEMBER 29TH - OCTOBER 1ST 2019

PINK HEATER AGENCY

61 RUE RÉAUMUR, 75002 PARIS

SEPTEMBER 23RD - OCTOBER 4TH 2019

WWW.PINKHEATER.COM

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