



INTRODUCING
Nadine Asoy

Nadine Asoy was always destined to design jewellery, and from a young age, she was surrounded by precious gemstones.

As a child, she immersed herself into the world of diamonds through her grandfather, the legendary P. N. Ferstenberg who established himself as one of the finest diamond dealers in the world post-war until he passed away in the 80's. Despite this, following her parent's divorce, Nadine moved from her birthplace of Antwerp to Zurich where she went on to study economics and eventually embarked on a career in investment banking. During this time she travelled the world with work starting at Merrill Lynch and after twenty two years ended at Credit Suisse working at many companies in between. By 2003, she moved to London as a banker and met her husband there; it was at this time that Nadine departed her career in the finance sector and left London to live in Geneva with her husband for seven years. During this critical juncture in her jewellery career, she established key relationships in the jewellery and

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fashion industry and later went on to study gemology. It was upon again realising her passion for fine precious stones and pearls that Nadine Asoy's eponymous brand was born. Initially, Nadine had requests to design pieces using stones, and with this, she launched her business. 'I had the stones, I had the pearls, and from there, I started to design', buying stones based on their vivid colours, Nadine had accumulated quite a collection and used these stones to create some of her first and most recognisable creations. The idea behind the brand is unique, to produce beautiful jewellery that is accessible, pieces that are classic but with a modern contemporary twist. Nadine's iconic collections include the Tsarina, Elle et Lui and Mille et Une Feuilles lines each presenting a mix of precious stones, pearls and diamonds. The Tsarina collection evokes an essence of nature and more specifically, the snowflake. Initially, the recreation of her own engagement ring (and one of the four times she changed her engagement ring) the collection evolved, and following a request from a client to produce something similar, Nadine introduced earrings and larger cocktail rings. Adapting her pieces to meet the demands of her clients, the Tsarina collection features a stunning array of gemstones from blue topaz to beautiful pink sapphires.

One of the highlights of the collection are the earrings which have removable pendants adding to their versatility and giving the wearer the option to wear them as a stud or as drop earrings. 'The idea behind my jewellery is always to use very nice stones, beautiful colours and beautiful pearls against 18ct either white, yellow or rose gold to create timelessly elegant pieces with a contemporary flair'. Often referencing nature, art and art deco throughout her collections, the key is to

create beautiful jewellery that is wearable and accessible by any woman. 'very delicate, very precise and very intricate detailing make the pieces classical with a modern touch, and they last for years without dating or going out of fashion'. With her family links with Christie's, and, her and her husband's Art collections it is only inevitable that art is often conveyed

in Nadine's designs. For example, the Elle et Lui collection takes an art-deco concept and translates it in the form of a pearl intertwined with a precious stone reminiscent of the glamour from the 20th-Century. Her travels also play a primary role in the visions behind her creations and, in particular, gardens. 'We were in Cape Town, South Africa and I discovered this amazing botanical garden, everywhere I go, I take pictures of flowers, and this is transparent in the mood throughout my collections, the colours of nature inspire me.' For Nadine, she believes the definition of luxury is 'to be able to create your own style and to find unique designs', and this is reflected in her designs. Her ateliers are in her hometown of Antwerp and master artisans create her pieces to the highest standard with a pure focus on the delicate detailing and bringing out the beauty in the stones and pearls she uses. As the brand continues to grow, Nadine believes that the key to her success is offering an exquisite piece of jewellery which is fairly-priced. 'I don't plan to open a store, I don't want to as this makes the overheads higher and in turn, inflates prices for the consumer. I believe by keeping costs down; I can create jewellery that reflects its market value and not the costs involved in marketing and running a boutique'.



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