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exclusive

# One to One with Lebanese Jewellery Designer Christina Debs



### How did you get into jewellery design?

I started designing and creating jewellery for pleasure when I was young. I studied diamond grading at GIA and at H&D. Then I went on to study jewellery design and technology at L'AFEDAP, L'Ecole de la rue du Louvre and L'Ecole Boule in Paris. In 2008 we created the company.

### Where does your inspiration come from?

I was born in Lebanon. I'm influenced by my origins and our ancient civilisation such as the Phoenicians. They used to be great travellers which made them a very rich culture. They created the alphabet. They were good traders, which allowed the jewellery to spread all over the Mediterranean. They brought a lot to the jewellery sector. They used all the techniques that are still being used in jewellery production today such as granulation and filigran. They used bright coloured stones: opals, rubis, carnelian and jasper. Shapes included leaves, corns and grapes: nature oriented designs.

What also inspired me was Europe. She was a Phoenician princess in Greek mythology who gave her name to the continent and became the emblem of a continent. Even the new Euro notes include the effigy of Europe. She was so beautiful and passionate that Zeus, god of the sky and ruler of the Olympian gods, fell madly in love with her and changed himself into a bull to seduce her. Jewellery is also about love and seduction.

When designing and producing my creations, the historical references allow me to give them a story and add meaning to them. For example, with creations that have stones, I use modern cuts and fancy shapes so they don't look dated. At the same time they spontaneously have a historical feel to them.

### Can you tell us about your presence in Basel, noting that it was your second year there.

It was great. We had very good feedback from press and buyers. We had the chance to exhibit in Hall 1 which was such incredible exposure. We were the youngest brand there, amongst very famous and well established brands.

### Lebanon has always been through some ups and downs, economically and politically, yet people are not that affected by these matters when it comes to luxury retail. Why do you think that is?

Unfortunately all the sectors have been affected in Lebanon. This is the reason why we are expanding our brand internationally. We are already present in Hong Kong and USA. In the Middle East, we are in Saudi Arabia, UAE and



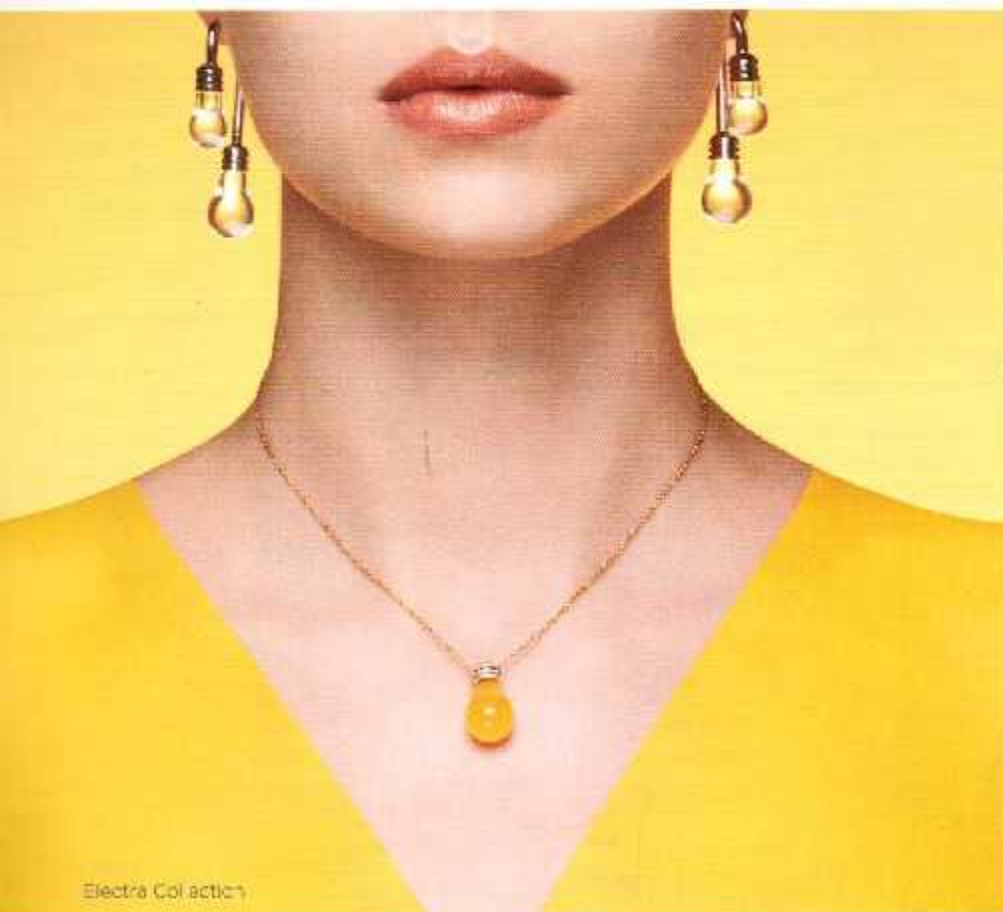
Rock Candy Collection

Belgium. In Europe, we are established in Monaco, France, England, Germany and Switzerland.

### Can you tell us about the new pieces you are working on?

I just unveiled three new collections: Electra, Symphony and Rock Candy. Stimulating the senses is essential in the new collections which embody joy, fun and refinement.

In the Electra collection, multi coloured glowing bulbs transform into out-standing focal points, stunning wattage power in gemstones, crowned with diamonds and filaments. It's a source of effervescent power. An ode to life and enlightened melody, the Symphony line composition is a subtle refined musical score, a variation on a theme of diamonds. The Rock Candy range shales its case, ready to be snapped up, natural sparkle of light and colour, glowing meteorites of diamonds and gemstones.



Electra Collection



**Which collection is most dear to your heart?**

The Secret Garden collection, a show of sumptuousness and fantasy, magical exquisiteness, a burst of poetry, freely inspired by nature, a cross between the dream world and reality.

**Are there any plans to open a Christina Debs boutique in the Gulf region?**

Christina Debs jewellery is already available in KSA, Dubai, Abu Dhabi and Bahrain.

**How would you describe your personal style?**

My creations are delicate, refined, elegant, modern yet classical which make them timeless.

**What's your motto that drives you forward each day?**

Never give up! Perseverance and hard work.

**What do you still aim to achieve?**

I am only at the beginning of my journey. We are planning to expand the brand worldwide. I like the saying: "Shoot for the moon and if you miss you will still be among the stars."





**What makes your designs special compared to others?**

Our DNA is the colour yellow. This colour denotes sunshine, happiness, warmth, optimism and cheerfulness. It is associated with pleasure. You will always recognise our colour among other brands and every woman will be pleased to receive a little yellow box.

I always try to create pieces that compliment the beauty of a consumer. At the same time, I want the consumer to add beauty to the product.