

Media Announcement
June 2017

LAPADA

ART & ANTIQUES FAIR
BERKELEY SQUARE

LAPADA ART & ANTIQUES FAIR HOSTS 'HISTORY & HERITAGE: COLLECTING ANTIQUE JEWELLERY'



To launch its partnership with private investment house **Killik & Co**, the **LAPADA Art & Antiques Fair** hosted '**History & Heritage: Collecting Antique Jewellery**' on Tuesday 13th July in the Music Room at Killik & Co's Mayfair headquarters.

Upon arrival guests enjoyed a Gin and Tonic or Elderflower Fizz cocktail made with the famous Berkeley Square Gin. As well as taking in the beauty of the intricately carved wood paneling and decorative detailing of the remarkable space, attendees were also able to take in the summer sunshine on the terrace.

The talk began with an introduction to the building from **Georgie Killik** who heads up the Silo team at the investment house. The space was originally three narrow houses that were purchased by **Sir Edgar Speyer**, who helped finance the London tube. Speyer transformed the houses into one large space, combining a mixture of styles from across the world. The Music Room itself was host to a number of performances including the greats, **Debussy** and **Richard Strauss**. With the history and spirit of the building still intact, it was the ideal location to host this very special talk. Moderating the talk alongside Georgie was **Mieka Sywak**, LAPADA's Fair Director.

As three women who run their own successful businesses, how did you originally decide to pursue a career in antique jewellery?

Mieka began by asking the evening's expert panelists, **Anthea Gesua** from **A.G. Antiques**, **Amy Burton** from **Hancocks London** and **Aimée van Kranendonk Duffels** from **VKD Jewels**, why they originally pursued a career in antique jewellery and what drew them to the field.

Anthea described how she had two children and was working as a teacher when her "wild" mother suggested that she go to **Portobello Road**. It was there that she learnt the art of jewellery dealing from the ground up. For **Amy** jewellery was the family business. After graduating from University she initially had no plans to follow in her family's footsteps and instead pursued other career paths and it was not until she filled in at a Miami trade fair that she began to see jewellery dealing as a career. She followed this experience with an apprenticeship in New York and qualifications in gemology. Describing her attraction to the trade she said "**it's in my blood**". **Aimée** also agreed. **VKD Jewels** was originally set up by her father so she "**grew up around beautiful things**", often helping to clean the jewellery at her father's Amsterdam shop. Even now **Aimée** says that she is constantly drawn to jewellery, frequently noticing what jewellery someone is wearing before anything else.

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When you discover a piece of jewellery, what is your criteria before you purchase it?

When asked if there is a particular criteria she looks for when buying antique jewellery, **Aimée** declared that it is a subject she could **"talk about all night"**. She said that it is often a matter of taste but that her own personal taste had widened considerably with more experience over the years. She attributed this change to the importance of **"having pieces in my hand, dealing with jewellery and asking questions"**. Alongside practical considerations like the **workmanship** of an item or whether it is **fully intact**, a piece must be also able to **"attract the eye"**. She also noted that when buying for resale it can be beneficial if an item is **signed**.

Anthea agreed that it is often reassuring to have the insurance of a brand name, particularly when selling to the Chinese or Japanese market. She noted that though you are **"buying into the status"** and **"concept of a brand"**, unsigned items are often times just as equally beautiful and well made. All the panelists agreed that makers such as **Cartier** and **Van Cleef & Arpels** are often the most sought after historic jewellery houses whose antiques pieces often display a high level of craftsmanship.

Anthea also suggested keeping an eye out for designs made using unusual materials such as **coral**, **lapis lazuli** or **turquoise** as they often stand the test of time and for their increasing rarity. **Amy** agreed, reiterating that she would **"always advise that jewellery is made to be worn"** and that you should **"buy what makes you feel amazing"**. This was a position also taken by **Aimée** who advised that **"if you love it, buy it"** and that her biggest regrets are always **"the items that I didn't buy"**.

For someone with a growing interest in antique jewellery, what kind of resources do you use when researching a piece of jewellery?

The panel suggested, that buyers **check the item thoroughly** using a loupe to consider both the front and the reverse of a piece as often the back can tell you more than the front. **Amy** advised to check if the piece **has been badly repaired**, if there are any visible signs of damage (e.g. stones missing) and if so ask **why**. **Anthea** also highlighted the importance that **any repairs should be done by a reputable restorer**. All speakers agreed that **resizing pieces should not be a problem** if it is done well and professionally.

Turning their attention to the first time collector, the panelists were asked for their advice regarding the sort of resources beginners should be using. **Aimée** suggested **"looking around and asking questions"**, she observed how people often see items aimed at established collectors that are priced upwards of £300,000 and hesitate to continue looking. She encouraged buyers to continue hunting as there are often a number of affordable items available on most dealers' stands. She also suggested that buyers should **"try everything on"**, stating that **"I always try everything on because even something I love might not sit right when worn"**.

Aimée also advised to visit the Fairs, particularly those that follow a strict vetting criteria like LAPADA – a suggestion that the whole panel agreed with. **Anthea** observed how you can **"always find someone to advise you in the fairs"** and that **"dealers love to talk and will happily teach you about various pieces as they want you to love the pieces that you are considering to purchase"**.

What does it mean to buy from an accredited LAPADA member who has to adhere to a strict Code of Practice?

Asked for her tips on who to buy from, **Amy** stated that **"reputation is paramount; that is the most important thing"**. She said that business is done by **"word of mouth"** and **Aimée** highlighted the

importance of buying from someone that you develop a **good rapport** with. **Anthea** agreed, stating that **it's a very small world, everyone knows each other** and that **a dealer is someone that you can trust and who you can return to time and time again.**

LAPADA also maintains a **Conciliation Service** on behalf of members of the public in the unlikely event that a dispute arises between a client and a dealer, which can offer the buyer an extra layer of protection when making an important purchase. All speakers agreed that today, this is more important than ever with the emergence of online shops and Instagram accounts where sometimes the items for sale may not be genuine or may not even belong to the business promoting them. Checking if a business or dealer belongs to an **accredited trade association**, like **LAPADA**, is now more important than ever to assure quality and authenticity.

Where do you see emerging areas of future collecting?

The penultimate question of the night was how the panelists saw the trade moving forward in the future. **Anthea** noted how she is **selling more and more to women** as they begin to collect jewellery. She observed how the **popular periods seem to be moving later and later** with the **60s and 70s** now very desirable. With this, she said, her own eye has also started to change as she is led by the interests of collectors. **Aimée** agreed that she has seen **more women collecting jewellery than ever before** as they are coming from well established careers and seek out timeless pieces of jewellery.

For someone starting out, what are the key pieces that you think every woman should own today?

Anthea's advice for these women looking to start buying antique jewellery is to **"choose earrings as they dress the face and can be worn every day"** and also to try to buy a **statement piece**. More importantly, she emphasised that the most important thing is to **"buy what you can wear and enjoy"**; in short, **"buy what you like"**. Today, **Anthea** would also seek out a beautiful and well crafted Georgian gold chain as an example of the level of craftsmanship of the period. A piece such as this is timeless and can be worn in so many different ways throughout your lifetime. **Aimée** said that **"for me, you should have everything"**. **Amy** advised that although it is **"down to you"**, she likes to buy rings and suggested bold cocktail rings that you **"can look at and enjoy yourself"**.

Mieka and Georgie then opened up questions to the floor, with guests asking for advice on if it is acceptable to make alterations to existing jewellery and what to buy with a budget of £10,000. The attendees were then invited to enjoy another drink and the opportunity to speak with the panelists.

ENDS

Visiting the LAPADA Art & Antiques Fair 2017

Dates:	Friday 15th September – Wednesday 20th September 2017
Location:	Berkeley Square, Mayfair, W1J 6EB
Website:	lapadalondon.com
Telephone:	+44 (0) 20 7823 3511
Opening Hours:	Collectors' Preview: Thursday 14th September 2017: 3pm – 8.30pm* Friday 15th September 2017: 11am – 8pm Saturday 16th September 2017: 11am – 7pm

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ART & ANTIQUES FAIR
BERKELEY SQUARE

Sunday 17th September 2017: 11am – 7pm

Monday 18th September 2017: 11am – 8pm

Tuesday 19th September 2017: 11am – 8pm

Wednesday 20th September 2017: 11am – 7pm

Admission: Entrance by ticket priced at £20 each or by invitation

*£65 each for Collectors' Preview invitation

Underground: Green Park - Jubilee, Victoria & Piccadilly lines

Bond Street - Central & Jubilee lines

Major bus routes: via Piccadilly, Regent Street and Oxford Street

LAPADA the Association of Art & Antiques Dealers



LAPADA the Association of Art & Antiques Dealers is the largest society of professional art and antiques dealers in the UK. It is a trusted resource for private collectors and the art and antiques trade in the UK and 16 other countries around the world. Established in 1974 it boasts over 500 worldwide members, who are experts in their fields, with specialities ranging from fine art, jewellery and furniture to contemporary works, sculpture and ceramics. Due to the Association's strict Code of Practice, clients are offered total reassurance when purchasing from a LAPADA member. LAPADA offers a referral service for any member of the public looking for a trusted dealer in a specific area, who is seeking quality and assurance of authenticity. It also offers industry advice and lobbies on issues affecting its members and good practice in the art and antiques trade. In 2015, LAPADA launched its newly developed website, which is the leading online marketplace for sourcing authentic art and antiques from trusted LAPADA-accredited dealers. Lapada.org

Principal Sponsor

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Operating across eight branches throughout London their uniquely trained staff have access to access investments across all major asset classes on over 30 markets

worldwide and are supported by independent research, trust, Tax and currency services, offering Killik & Co clients the very best solution, whatever their circumstance.

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**BERKELEY
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GIN**

Berkeley Square London Dry Gin, named after Mayfair's famous square, is considered to be the one of the world's most luxurious gins. The Master Distiller uses over 250 years of heritage and expertise at Britain's oldest gin distillers, to hand-craft the gin in small batches in a copper pot still. During the slow distillation, a unique combination of lavender, sage and basil is wrapped in a 'bouquet garni' and added to the purest of water. The result is a gin of exceptional quality, smooth enough to sip neat and reputed to make the world's best martini. berkeleysquaregin.com