

Jewellery
europa star

Bulgari - Photo: © Duomo & Cametti - EUROPA STAR JEWELLERY N°304 | APRIL 2024 | CHF 16'14

MEDIA KIT 2024

The new-generation Europa Star Jewellery is here!
New generation because, although we have nearly a century of experience covering jewellery under various different titles, this is undoubtedly our most ambitious publication to date in the jewellery segment.

To ensure the success of this venture, we entrusted the management of this new publication to Isabelle Cerboneschi, an expert with decades of experience in the world of jewellery and watchmaking.

Although the publication has the distinctive Europa Star tone that has cemented the reputation of our publishing house since 1927, it has its own unique style, flavour and character, as you will discover through the fascinating stories, stunning images and exclusive photo shoots we will bring to you.

Europa Star Jewellery focuses on Haute Joaillerie and the big names driving this booming sector, as well as the emerging independent talents starting to make their mark internationally. Our aim is to provide a comprehensive and vibrant picture of this dynamic segment.

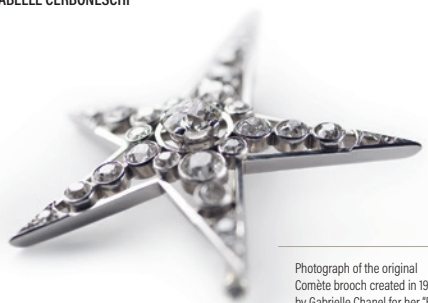
We invite jewellery houses to join us in this adventure. The publication is distributed in over 100 countries worldwide, exclusively to professional networks and collectors, as well as at major jewellery shows.

www.europastarjewellery.com

CHANEL's HIDDEN TREASURES

BY ISABELLE CERBONESCHI

The first trace of Chanel high jewellery dates all the way back to 1932, when the couturier presented her Bijoux de Diamants collection at her home in Paris. Although she continued to occasionally propose personal creations, it wasn't until 1993 that the house of Chanel established a jewellery division. A visit to Patrimony, where these marvels are conserved, is a journey through the history of Chanel jewellery.



Photograph of the original Comète brooch created in 1932 by Gabrielle Chanel for her "Bijoux de Diamants" high jewellery collection, preserved in the Chanel Watches and Fine Jewellery archive. ©CHANEL / Photo Didier Roy



Beauty lies quietly inside beige lacquered drawers, in well-guarded surroundings – Patrimony – at 18, Place Vendôme in Paris. These magnificent creations tell the story of Chanel and jewellery. Each piece, whether bought back by the house or recreated in its workshops, belongs to a chapter in a history that stretches back to 1932 and is still being written, year after year. It began with a star. A platinum star, set with diamonds. A precious brooch with a singular story to tell: the only piece Chanel has been able to source from the Bijoux de Diamants collection that Gabrielle Chanel unveiled in 1932 and which is where the story begins.

The collection almost never saw the light of day. It was commissioned from the couturier by the London Diamond Corporation to boost sales of these precious stones, which had been badly hit by the Great Depression of 1929. Gabrielle Chanel was at the height of her fame but this was still a bold move and one that didn't go down well with the jewellery establishment. Determined to defend their territory, the jewellery houses used every available means to prevent the collection from existing, including establishing a guild, but their efforts were in vain.

Bijoux de Diamants high jewellery collection press kit, 1932.
Comète necklace. Robert Bresson Photography, Bijoux de
Diamants, Chanel, 1932. ©Adagp, Paris 2024. Courtesy of Chanel

Key Data

NEXT PUBLICATION DATE: 31.10.2024

Submission deadline: 01.10.2024

CIRCULATION: 10,000 copies

Distribution at the jewellery shows

Selected network circulation by individual email

ADVERTISING RATES:

PRINT

Cover + Cover Story 6 pages: CHF 29,900

Inside front cover (double page): CHF 24,900

Back cover + Back Cover Story 2 pages: CHF 24,900

Inside back cover: CHF 14,800

Single-page ad or double-page Highlight: CHF 9,900 /

Double-page ad: CHF 14,900

WEB

Online product presentation: CHF 1,990 per Highlight

Leaderboard banner (728 x 90 px): CHF 990 per month

(+ 300 x 100 px for smartphone display)

Wallpaper banner (1800 x 1800 px) &

additional banner (1040 x 340 px): CHF 1,990 per month

Newsletter sponsorship banner (1040 x 340 px):

CHF 990 per newsletter

Package: Highlight product presentation

+ Wallpaper banner: CHF 2,990



Louis Vuitton High Jewellery,
Bravery Collection Necklace
La Constellation d'Hercule.
Platinum, white gold, 12 opals
(50.20 ct), 11 tanzanites (209.06
ct), 19 tsavorites (39.20 ct), 15
LV Monogram diamonds (8.03
ct) and diamonds (16.39 ct).
©Buonomo & Cometti

Technical Specifications

WEB FORMATS

Wallpaper: **1800 x 1800 px** (JPG)

Main: **1040 x 340 px** (JPG)

Leaderboard: **728 x 90 px**

3:1 rectangle: **300 x 100 px**

Newsletter: **1040 x 340 px** (JPG)



PRINT

Magazine size: 205 x 265 mm

4C printing CMYK (NO RGB)

2/1 Double page spread bleed: **416 x 271 mm** (trim size: 410 x 265 mm)

1/1 Page bleed: **211 x 271 mm** (trim size: 205 x 265 mm)

MATERIAL: email to asgouridis@europastar.com

PRINT: PDF high resolution, Illustrator, Indesign or Photoshop file

High resolution min. 300 dpi / Profile: **PSO Coated v3**

To avoid any problem with fonts please convert text to outlines.

WEB: HTML5, JPG, PNG, GIF maximum size 800 KB. JPG for Wallpaper and Main.

Material should be compatible with DoubleClick for Publishers (DFP). No Flash.

Van Cleef & Arpels
 Carlier perfume necklace.
 18K white gold, 18K rose
 gold, 18K yellow gold,
 Chatham pink sard,
 pink and white diamonds.
 (Hermès & Co.)

Budget: Estimated \$600,000.
High jewelry necklace in platinum set with millions of good diamonds. 1.8gpt diamonds (D-E) 17 pmt diamonds (F-GS) 121. 129 heavy cut diamonds (H-I VS-SI K-L). 17 round brilliant cut diamonds (J-F VS-SI K-L) and pink cut diamonds (J-F FVS-2SI-K).

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