

ANNETTE

Gabbedey
Designer Goldsmith



Newsletter Issue 2 - Summer 2010

As the country struggles to rid itself of economic and seasonal gloom, I have dedicated this newsletter to celebrating that which endures – the eternal truths we know we can rely on at times of uncertainty and turbulence.



Chief among these truths is Love and on Page 2 you will find inspiration for symbols of eternal love, from engagement and wedding rings to love bangles and eternity rings. And whilst symbols of love are often bought by two people together, there are times when the element of surprise is crucial to the loving gesture, which is why we have designed our Wish Lists. Buying from a Wish List allows you to choose a gift with the assurance that it will be truly appreciated.

The second enduring truth is that a fine wristwatch is a statement of taste and sophistication and here I have taken the bold and very exciting step of becoming the first outlet in the south-west to stock the highly collectable Alessandro Baldieri limited edition watches. Known as The King of Watches, Alessandro is a man of great style and international recognition in the horology circles of the world, so bringing his designs to Frome is both an honour and a pleasure for me. Turn to Page 3 for more details.



My third truth is "Small is Beautiful" and in addressing this, I am grateful to my co-designer, Jennie Darbyshire for her work on an exquisite new range of three dimensional charms, which can be adapted for use as pendant drops, ear-rings, bangle or bracelet charms, key rings or handbag fobs. Turn to Page 4 for more details.

Underpinning all of this is a truth which unites everything we do at Annette Gabbedey, which is a dedication to great design. Because you can be sure that whatever you buy from us has been designed for timeless beauty, so not only will it last a lifetime, it will always look good too.

I hope you will have time to visit the shop over the coming months, but if not, do remember to visit our website instead at www.annettegabbedey.com, where you will find instructions on how to commission a piece of jewellery and view a constantly updated gallery of ready-made pieces which are available to buy in the "Off the Work-Bench" section.



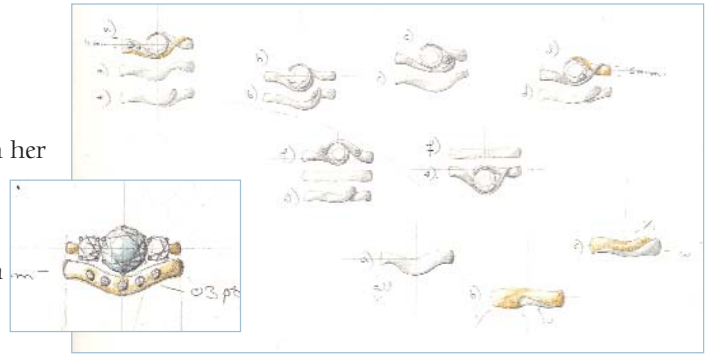
Annette Gabbedey



www.annettegabbedey.com

Enduring Love

Perhaps it is because Annette's own wedding, has been on her mind, that the shop is suffused with the glow of romantic jewels. And it's not just engagement and wedding rings. The mythical Love Bangle, a sign of passion, emotional bonding and commitment is staging a comeback.



Traditionally worn by the wives of the Ghurkhas, the Love Bangle was made famous by the celebrity couplings of Elizabeth Taylor with Richard Burton and Sophia Loren with Carlo Ponti and now in Frome, by Annette with Nigel.

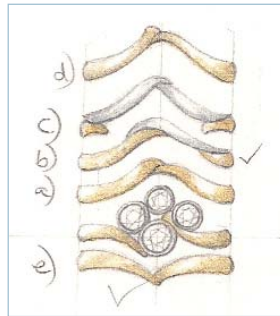
Choosing jewellery to symbolise love and union is a very personal journey and the process of choosing itself imbues the final piece with meaning. Ensuring you have chosen a stone or stones of the right quality from a reputable source is crucial to the feeling you will have for the piece in years to come.

Annette guides customers through the minefield of style and design choices to arrive at a ring or bangle which has personal meaning for the wearer.

"Each design is individual. I aim to fulfil a unique dream", explains Annette, "the piece of jewellery must last a lifetime and carry with it the symbolism of enduring love for the wearer".



The dream is part of a bigger picture in which an engagement ring complements a wedding ring, a bangle reflects the personality of the wearer and all of these belong to a larger theme, which may involve a wedding with other jewellery for other participants, or it may be a life-long theme of love for a particular stone which carries particular meaning for a particular union.



Wish List

Knowing how difficult it can be to choose that special present for that special person, Annette has designed the Wish List. Each List records ring sizes, pendant lengths, ear-ring shape preferences, favourite stones, bangle sizes and style choices to build up a personal picture of an individual. It means that when you come into the shop to choose a surprise gift, you can be sure you're choosing something that will be treasured. Please encourage your partner to come into the shop and complete a Wish List.



Queen of Opals meets the King of Watches

Annette has become the first outlet in the south-west to stock Alessandro Baldieri designer watches. At a press launch on 9th March, Alessandro, who has become known as The King of Watches, explained the significance of the new agreement:

“My watches are sold in many of the top international stores. They are a “watchword” for elegance amongst style gurus all over the world. But they are not merely a fashion statement that is here today and gone tomorrow. They are designed from the heart with enduring principles of longevity, so it is important to me to have them recognised by a fellow jewellery designer and to have found one as talented as Annette is a particular honour for me. I am delighted that she is bringing my watches to this most beautiful part of England.”



Whilst he was born and educated in Italy, Alessandro trained in Architecture and Interior Design in California, where he designed many of the celebrity villas lining the Californian coast. His client list there included Lionel Ritchie and Nicholas Cage. Later he moved into furniture design and he still designs for some of the most stylish Italian manufacturers today. But his passion to create an international design aesthetic and his keen eye for detail drew him into watch design some years ago and the resulting range of watches is, unsurprisingly, avant-garde yet sophisticated, contemporary yet timeless, bold yet elegant and always uncompromising in quality.

Annette has selected five watch designs for her shop: Sea Monster, Sea Monster II, Sea Monster Ladies, End of Time and Magnum. Made from graphite, titanium and stainless steel, the watches are available in either automatic or hybrid movements and analogue or digital displays, but all are finished with the finest quality leather strap from Florence and a butterfly clasp. She is in no doubt about the importance of bringing AB watches to Frome:



“The beauty of Alessandro’s watches is that they combine quality, sophistication and good looks with an accessible price tag. I am keen to bring the best of international design into the shop at an affordable price, and what’s more, because they are made in numbered limited edition runs of 100, they will become watch collector’s items of the future”.

Prices from £225.00





Charmed

Sometimes we need to treat a loved one to something small and exquisite and sometimes we need to treat ourselves in the same way. So the new range of 3-D cast charms, designed by Annette's assistant Jennie Darbyshire has arrived in the shop not a moment too soon.

Each charm is a delicately hand finished piece, so in spite of its entry-level price, each one is unique. There are stars, balls, hearts, teardrops, cones and stone drops, each one can be used to create an individual piece of jewellery of simplicity and sophistication, whether for a pendant or ear-ring, bangle or bracelet, key ring or handbag fob. These exquisite charms are a sophisticated and elegant way to dress up a piece of jewellery or your favourite handbag.



Consumer Confidence

Annette is a member of both The National Association of Goldsmiths and The Platinum Council. Her working practices have been independently vetted by both bodies and found to reach their high professional and ethical standards. For the consumer this means an assurance that everything Annette sells is genuine and from a reputable source, which given the financial and emotional investment necessary when buying jewellery, is comfort indeed.



Contact details:

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Opening Times

Tuesday	10am - 5pm
Wednesday	10am - 5pm
Thursday	10am - 5pm
Friday	10am - 5pm
Saturday	10am - 5pm
Sunday	Closed
Monday	Closed

t: 01373 454145

e: shop@annettegabbeday.com

w: www.annettegabbeday.com

Outside these times Annette is available by appointment