



RUSSIAN JEWELLER

ASSOCIATION RUSSIAN JEWELLERS' GUILD

INFORMATION-ANALYTICAL MAGAZINE № 3, 2004

90th Anniversary of the Brand
"Russian Jeweller"

p. 7

Elegancy by Olga Pomelnikova

p. 36

Fabergé Returns to Russia

p. 37



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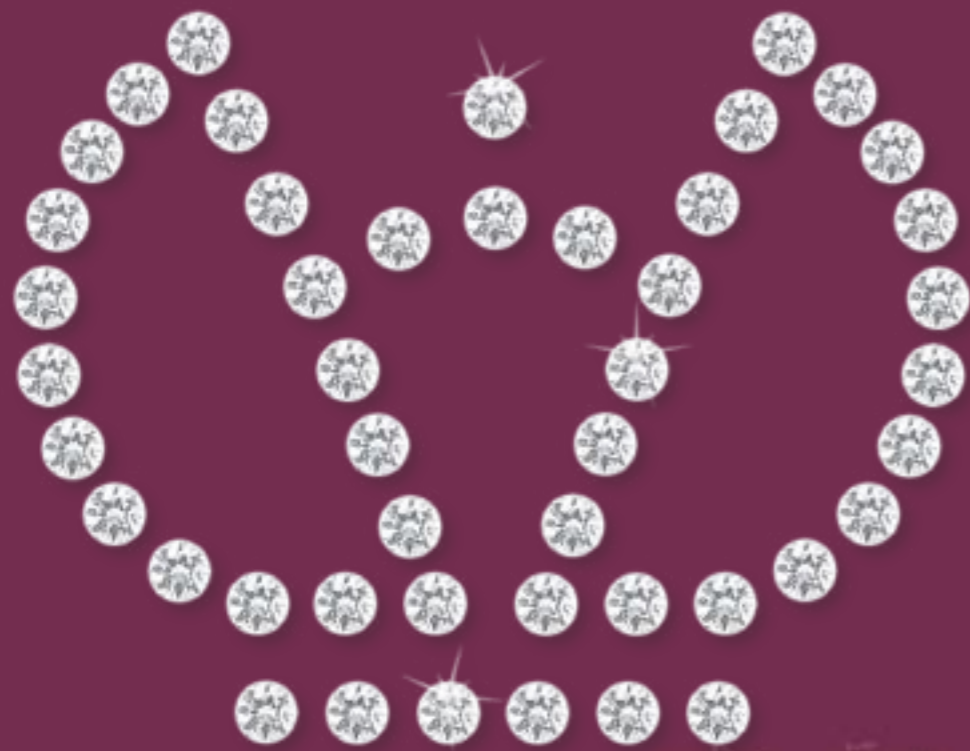
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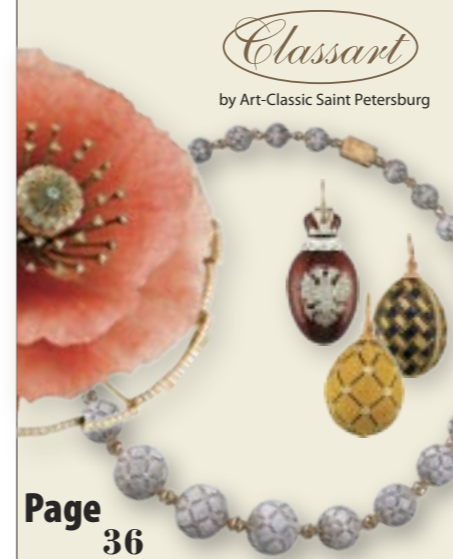
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Fabergé
Returns to Russia



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A Column of the Chief Editor

Dear Friends,

By now it's the third time the magazine "Russian Jeweller" congratulates with the opening of the World Jewellery and Watch show BASELWORLD—2004. We are glad that our participation, which helps to perform an objective situation in the Russian jewellery business for foreign colleagues, has become traditional for the largest international show.

"Russian Jeweller" is the oldest trade publication in Russia, the owner of a patented trade mark known since 1914. This year is a special one for us: there is the 90th anniversary of the brand "Russian Jeweller."

This year is remarkable for Russian watch enterprises as well: for the first time an official Russian exposition "Russian watch industry — time without borders" will be performed at the BASELWORLD.

We hope the issue of "Russian Jeweller," which you are holding in your hands now, happens to be useful and interesting for you. Here you can find analytical materials on volumes of assay marking in jewellery for the last 5 years, on new customs rules of export of jewellery articles into Russia, on specifics of jewellery design in our country, on usage of precious and gemstones in manufacturing of jewellery and surveys on many other actual themes of the Russian jewellery business.

"Russian Jeweller" wishes joyful meetings with old friends and new partners, pleasant intercourse and profitable contracts, success and peace for all the participants of the BASELWORLD!

Vladimir Pilyushin

90th Anniversary
of the brand "Russian Jeweller"

This year is a jubilee one for our magazine: there will be 90 years of the brand "Russian Jeweller." "Russian Jeweller" is a patented brand belonged to the Publishing House "Russian Jeweller."

The history of the project began in early twentieth century, when in 1912 the first issue of the magazine "ЮвелирЪ" (Jeweller) was published, renamed in 1914 in "Russian Jeweller." In the pre-revolutionary issues we find articles by F.P. Birbaum, gemologist A.F. Kotler, art specialist S.Nedler and many other known experts in jewellery art and business. The magazine discussed actively actual problems of that time, published pictures and photos of jewellery. We can't overestimate the role of the magazine in the popularization of the Russian jewellery school famous through all the world.

These traditions were restored in new Russia by the magazine "Russian Jeweller," which became the first trade publication in our country. Recent years the magazine took its part of all the trials which the Russian jewellery industry had to pass through. In spite of the economical crisis and other problems of our life, the magazine has left in business. And it is developing successfully now.

Beside actual problems of contemporary jewellery industry, our magazine takes special attention to historical themes. Of stable interest for our readers are articles on the art of wonderful masters-jewellers of the past. But the life doesn't stay in one state. That's why there are new, additional tasks before the magazine "Russian Jeweller." Our magazine combines historical traditions and dynamic of modern life. Now "Russian Jeweller" is read in Moscow, St. Petersburg, Ekaterinburg and in all the other regions of Russia.

We were the first among trade publications at the Russian market; we were first, who came to the world level. To the jewellery and watch show in Basel "Russian Jeweller" publishes a special issue in English for the third time now, performing interests of Russian manufacturers and trade companies at the international market.

The time has proved the necessity to have a specialized trade publication for jewellers, aiding in their consolidation to support the further development and progress of the Russian jewellery business.

We are glad to welcome our partners, friends and all the readers of the magazine before the 90th anniversary of the brand "Russian Jeweller!"

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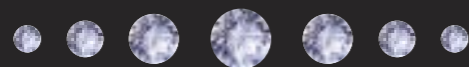
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Data of the Assay Office

Assay Office of the Russian Federation

The rapid growth of the Russian jewellery market is an obvious sign of the increasing of the Russian economical development in a whole. And the data on the volume of articles of precious metals marked by the Assay office of the Russian Federation show the positive dynamics of the Russian export and import of such goods. The situation is especially bright for platinum and palladium, which are just in the beginning of their popularity in Russia. We suggest you information of the articles of precious metals marked by the Assay office of the Russian Federation in the period 1998–2003.

The data were performed by the Assay office of the Russian Federation

year	Gold Articles				Silver Articles				Platinum Articles		Palladium Articles	
	all		import only		all		import only		all		all	
	quantity	mass	quantity	mass	quantity	mass	quantity	mass	quantity	mass	quantity	mass
	mlns of pieces	tons	mlns of pieces	tons	mlns of pieces	tons	mlns of pieces	tons	mlns of pieces	tons	mlns of pieces	tons
1998	9.27	25.01	1.88	6.58	5.08	29.83	1.06	7.31	4.119	10.2	0.018	0.06
1999	7.235	19.15	0.443	1.79	5.694	31.51	0.614	4.5	10.8	49.9	0.156	0.6
2000	9.743	24.6	0.263	0.7	7.558	35.44	0.73	3.4	22.944	104.2	0.103	0.3
2001	13.15	33.66	0.078	0.2	9.298	47.89	0.85	4.38	16.476	84.03	0.331	1.133
2002	17.63	42.7	0.105	0.59	12.19	60.37	1.66	10.09	19.56	109.3	0.897	6.11
2003	22.09	55.72	0.192	0.95	16.507	87.6	2.856	178	29.398	160.737	4.365	22.97

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Guild of Jewellers of Russia



On Guard of the Interests of Russian Jewellers

Recent years the activity of the Association "Guild of Jewellers of Russia" performing the interests of all the Russian jewellery community was directed to the liberalization of the law base in a whole and to the abrogation of the excise tax in particular. Successful actions by the Association in this field have influenced significantly on the growth of production and realization of jewellery in Russia.

For the first half of 2003 — the first year of jewellers' work without the excise tax — they have produced 10 mln jewellery gold articles, 6.7 mln of silver articles and the volume of sales has reached the level of 11.3 mln of roubles.

The anticipated growth of production and sales for 2003 is not less than 30%.

Recently organized regional communities came into the Association and because of this in 2002 the permission of the Government of the Russian Federation has been received to use the word "Russia" in the name of the Association. According to the new Charter the Association has been called "Guild of Jewellers of Russia".

In December 2002 the Association was affiliated in the Chamber of Commerce and Industry of the Russian Federation.

"Guild of Jewellers of Russia" sets serious tasks for itself; it is very important for the Russian jewellery industry to fulfill them. So, one of the most important questions of liberalization of the law base for the market of precious metals, precious stones and articles of them is an exclusion of precious metals and precious stones from the concept "currency values".

Thanks to active lobbying of the new redaction of the Federal Law "On currency regulation" by the Association, the State

Duma has adopted this law last year. *Positive solution of this question opens possibilities for further liberalization of the jewellery market.*

Particularly, after the adoption of the Federal Law "On currency regulation" the Government of the Russian Federation charged the Ministry of Finance and other interested ministries of the Russian Federation to work out the Conception of the Federal Law "On corrective actions and additions to the Federal Law "On precious metals and precious stones."

The Association as a member of the Chamber of Commerce and Industry of the Russian Federation put its notes and offers into this Conception and also prepared its own offer on corrective actions to this law. Offers of "Guild of Jewellers of Russia" were sent to the Department of precious metals and precious stones of the Ministry of Finance, to the Committee of the Chamber of Commerce and Industry, to the Ministry of Industry, Science and Technology, to the Ministry of Economical Development and Commerce of the Russian Federation. Representatives of the Association and of interested ministries and deputies of the State Duma as a working group will work out the Federal Law "On corrective actions and additions to the Federal Law "On precious metals and precious stones." "Guild of Jewellers of Russia" is going to take a big part in this activity protecting the interests of Russian jewellers.

Adoption of this law will demand corrective actions to 65 standard acts, 15 of which are closely connected with the interests of jewellers. Among others, corrective actions will be made to the Description "On the order of registration and storage of precious metals..."

Also, the Association takes a number of serious steps to solve such important questions:

- *cancellation of the value added tax from circulation of precious metals in ingots realized to jewellery enterprises for their own manufacturing of jewellery articles;*
- *changing of the methods of calculation of the taxable base during the calculation of the propriety tax (exclusion of precious metals and precious stones);*
- *acceleration of marking of jewellery articles by assay inspections;*
- *adoption of the Federal Law "On self-regulated organizations".*

The Association is constantly collecting the information on the state of the jewellery market, taxation and customs regulations in the CIS countries. The work of the Confederation of communities of jewellers of the CIS countries also plays an important role in the activity of "Guild of Jewellers of Russia".

An important part of the work of the Association is organization of and participation in different conferences, seminars and round table discussions on various trade themes. Agenda of such meetings embraces a broad spectrum of questions: from contemporary state and development of the Russian jewellery market to nuances of sales of platinum articles, from support of traditional crafts to intricate details of customs regulations. No discussion of a trade jewellery question is held without the Association: from activity of pawn-shops to reforms in the amber industry and many other problems.

The Association "Guild of Jewellers of Russia" possesses an experience of international contacts at foreign trade exhibitions and shows (Switzerland, Italy) and it is open to business cooperation with foreign partners.

The Association
"Guild of Jewellers of Russia"

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The State of the Russian Jewellery Market and the Place of the North-Western Region of the Russian Federation in the Development of the Jewellery Industry in Russia

The growth of industrial manufacturing of jewellery adornments in Russia has overcome 30% in 2003. The general volumes of official sales, according the experts estimations, were more than 1.5. bln of dollars, and the dynamics of the development is characterized with more than 100% increasing of production in all the groups of goods at the 15% of Russian enterprises. It is the evidence of the beginning of the era of intensive private investments into the jewellery industry. In 2004 Russia used 45 tons of gold for jewellery production; it is 15 tons more than all the USSR used for the same purposes.

We can judge about the launching of the market mechanisms of the self-regulation thanks the fact that even the radical increasing of prices on gold up to US \$410 for a troy ounce in January 2004 couldn't significantly influence at the market. Rise in prices on metals didn't lead to the radical increasing of prices on jewellery adornments because of forestalling measures of abrogation of the excise on jewellery adornments and of the sales tax. It was a result of the purposeful work of the strengthening jewellery community.

According the data of the Assay Chamber of the Russian Federation, the general quantity of jewellery enterprises in Russia overcame 6.5 ones in 2004; it has the tendency of 15% of annual growth. The North-Western Region keeps the leading place, as well as the Urals, the Kostroma and Moscow Regions, where the main jewellery forces of the country are concentrated. At the same time, rich natural resources of precious metals and precious stones, including diamond deposits, give per-

spective advantages to the North-West in the developing of scales and increasing of profitability of industry.

A narrow place of the Russian jewellery industry is still manufacturing of articles from platinum and palladium. The main manufacturers of this group of adornments are two big enterprises: the Krasnoyarsk and the Ekaterinburg non-ferrous metals plants.

Because of the absence of flexible legislative basement supporting the Russian jewellery industry, the question of entry of Russia into the WTO is still disturbing. Even nowadays products of foreign firms have a great influence at the Russian market. A share of foreign goods in the North-Western Region, for example, takes about 30% from the general mass of goods, and in items — 22%. It is obvious, that after the entry of Russia into the WTO a share of foreign goods will be constantly growing.

Intense competition and preparations to the entry into the WTO stimulated leading enterprises to find ways to foreign markets and to put a purposeful attention for the problem of building of their own brands.

The absolute majority of firms have the strategy oriented to taking stable positions at the Russian market; they are constant participants of leading trade exhibitions such as "Yuvelir" in Moscow, JUNWEX ("Gemstones of Russia") in St. Petersburg. For many years they have been working out effective methods of attracting of wholesalers from different regions of the country. Leading trade marks are performed annually at the May exhibition "New Russian Style" (Moscow, Gostiny Dvor).

The jewellery trade net is developing very fast, as well as the building up of the common sales politics. It has led to organizing of the Club "Russian Jewellery Trade" by leading independent sales firms.

The quantity of sales firms is more than 25 thousand; there are strong regional nets in the southern and eastern regions of the country and after the Urals. Earlier such nets existed in Moscow and St.Petersburg only. More and more significant role in the all-Russian scale is played by the sales nets "Almaz-Holding" and "Adamas". To the second place in the Russian Federation (after Moscow) the Uralian Region has come according the sales volumes. It was reached thanks to coordinated actions by local sales net, which were forming the system and common sales rules in the region.

In the North-Western Region the sales leadership is kept by the "Jewellery Trade of the North-West" JSV, which possesses the largest shops in all the regional cities and first of all in St.Petersburg. Jewellery sales nets oriented on different customers groups appeared in the region and in the Northern Capital; they have sensitive influence on the sales situation in general. There are 967 juridical and natural persons registered in the region, who are involved into the realization of jewellery goods and who organize the work of more than 4000 trade outlets.

In general, the inner situation at the Russian jewellery market and in the North-Western Region could be characterized in a following way:
1. Russian jewellery enterprises have proved completely their self-dependence in conditions of a free market; and under the favorable general situation in the country they are an attractive business zone for investments.

2. At the same time, rapid growth of jewellery manufacturing for previous three years has led to the almost complete satisfaction of inner demand corresponding to the current purchasing capacity; the market is close to complete filling.

3. The entry of the Russian Federation into the WTO and a flew of foreign mass goods to our market will inevitably lead to goods packaging and, as a result, to bankruptcy of those Russian companies, which haven't taken care of the building up the customers' confidence for their products and of the prestigiosness of their trade mark.

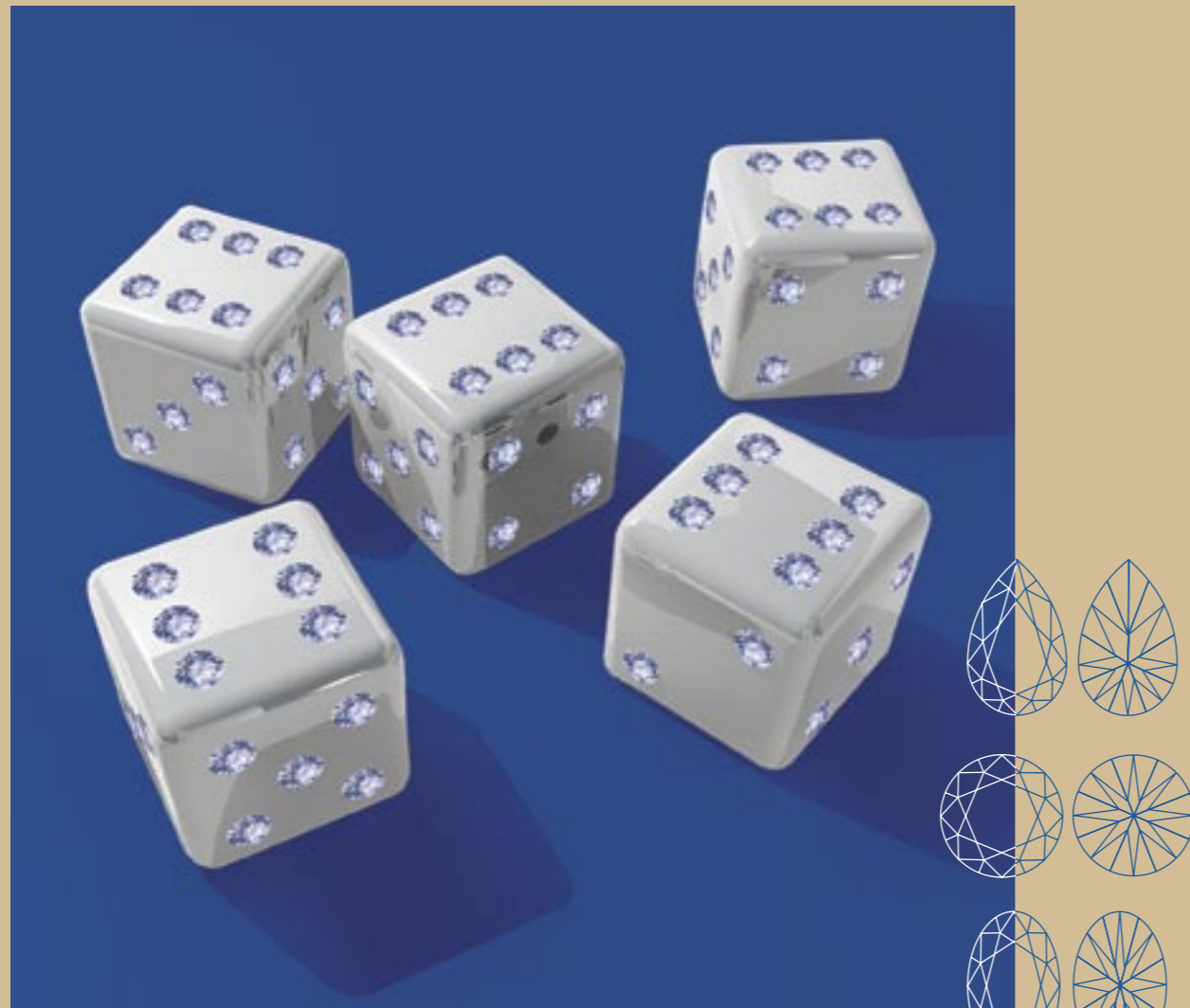


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SERVICE

Customs Regulations

Customs Rules: Contemporary State

The Customs Code of the Russian Federation from May 28, 2003, adapted by the State Duma on April 25, 2003, and approved by the Federal Council on May 14, 2003, provides work with participants of foreign economical activity in different customs procedures. Foreign partners of Russian jewellery companies meet with customs legalization in the procedure of export to Russia or temporary import-export the most often. Let's dwell on these two customs procedures more detailed.

All the process of customs legalization is held according the Order by the President # 742 "On the procedure of import into the Russian Federation and export out of the Russian Federation of precious metals and precious stones." State control over import and export is provided by the Assay office of the Russian Federation.

Russian Custom office has no right to permit import of freights with precious metals and precious stones without state control provided by the regional assay office. They check a hallmark, a source of coming in, pricing. A value of an item is an important column in customs documents, that's why there are special departments of controlling of custom values in the structure of customs service. Prices on precious metals are compared with market prices on the day of making of the contract. For example, to check the custom value of a gold ring the department of control charges a price on a gram (ounce) of 999 standard gold according the quotation of the London Trade Exchange on the day of making of the contract, then it calculates the value of this ring's gold, insets and masters' work. A declaration prepared at a foreign customs office, however, can be taken as a sufficient document for controlling of customs value. In the case of a disagreement of a customs office with a declared customs value of an

item (and if a declarant can't prove the named sum), they correct the customs value. In this case we speak about the sum, from which your Russian partner will pay state taxes (but it has no connection with your relations with your Russian partner). All the methods and conditions of this procedure are clearly defined by the Law on customs-tariff.

DOCUMENTS, WHICH A FOREIGN FIRM MUST DECLARE AT THE CUSTOMS OFFICE FOR EXPORT AND TEMPORARY IMPORT INTO RUSSIA:

1. A contract with a Russian partner on export or on temporary import of freights with precious metals and precious stones.
2. Extremely detailed invoice or specification.

An experience of recent three years of the North-Western excise customs office shows: the only country, which received almost no claims connected with accordance of documents and goods, was China. There are numerous problems with participants of foreign economical activity from other countries. What is the reason of these problems? It lays in different approaches to items of precious metals and precious stones. Foreign partners have refused from weight indexes rather long ago; they are not always oriented to the value of components, too. Of crucial importance for them is the work of a master or a trade mark (the most reveal-

ing there is the watch business). There are no severe demands to the accordance of weight and quantity of items at foreign customs offices. For example, Italians sell silver chains on weight, and a computer program of stock-taking gives an average number of items. And it is obviously that a firm has problems during customs examinations in Russia because or specialists are working strictly according GOST (State standards on the characteristics of an item). And these standards direct available difference for gold to 0.01 g, for silver to 0.1 g. In other words, if according the documents a ring weights 2.3 g and in fact it is 2.4 g, it is accepted as doubtful declaration and leads to the implementation of responsibility after the Code of administrative violations of the law.

We should attract the attention of foreign participants of foreign economical activity to the following recommendation: provide all the characteristics of a freight with precious metals and precious stones! You must show weight, hallmark of items, whether a stone is synthetic or natural one. The last moment is very important even for small brilliants: in Russia synthetic stones are not classified as precious ones. Fulfilling these demands you won't put your Russian partners in a spot and, besides, you will shorten the time of examination.

3. An export declaration (this document is not obligatory but desirable). This document will give you a possibility to solve a problem of customs value of your freight much faster.

PROCEDURE OF EXPORT FROM RUSSIA

Till January 1, 2004, a participant of foreign economical activity, importing freights with precious metals and precious stones according this customs procedure, paid generally 44% of the value of goods. Since January 1, 2004, value added tax was decreased on 2%. Now the payment is composed in such a way: 20% — customs duty and 18% — value added tax. Generally it is 42% (because they calculate value added tax from the sum, including the calculation of duty). There is also 0.15% — common duty for all the customs procedures for the customs legalization from the value of goods, but it is a tiny sum in comparison to all the other payments.

So, if a foreign firm imports jewellery articles into Russia for commercial purposes, customs duty is about half of the value of goods — 42%.

What articles are classified to the category, which is liable to this duty? An article is made basically from precious metals. An article contains precious stones. There are also articles with coating of precious metals. In this case, articles are classified as jewellery ones only if their coating is made with the method of electrotype. Beside diamonds, precious stones, according to the Order of the Russian Federation from 26.03.1998 # 41—Ф3 “On precious metals and precious stones,” are emeralds, rubies, sapphires and alexandrites, as well as natural pearl in its raw (natural) form. They equate unique amber formations to precious stones, according to the procedure established by the Government of the Russian Federation.

All the customs procedures with the named types of freights are produced at specialized customs offices working with legalization of import to the Russian Federation and export from the Russian Federation of precious metals and precious stones (a list of these offices of excise custom service is given in the end of the text); presence of inspectors of the Ministry of Finances is obligatory. Under export to the territory of Russia freights with precious metals and precious stones representatives of the Assay office come to a specialized office of excise custom service because without their sanction a freight may not be taken from the territory of such an office.

Not only a juridical person but a natural person also may import goods with precious metals and precious stones. However, a natural person may import such goods for non-commercial purposes exclusively.

PROCEDURE OF TEMPORARY IMPORT — TEMPORARY EXPORT

Under this procedure goods are free from custom duties but a prohibition is held for the alienation of these goods. A foreign firm doesn't pay customs duty in 42% from the value of goods, which is actual under the procedure of export. It must pay only periodical payments — 3% for a complete or non-complete month. That is to say: if a foreign exhibition takes place from 2 till 28

of one month, you should pay 3%, and if an exhibition takes place from 28 of one month till 2 of the next month you should pay 6% for a week (the sum is composed from both month — whether complete or non-complete — not a calendar one). Periodical payments, as well as customs duty 42%, are sent to the state treasury, not to the account of the customs service.

The new Customs Code provides a complete conventional liberation from periodical duties under the condition that you would clearly define commercial basement of an exhibition in your documents. If an exhibition keeps an aim to develop foreign economical activity and making of contracts, you may import articles free of periodical payments. However, in some cases customs service has a right to demand additional guaranties. For example, if supposed custom duties are not less than 20000 roubles, there is no need to give such guaranties. And if the sum is more than 20000 roubles, a participant of foreign economical activity gives a security payment in the form of named sum to a deposit or gives a bank guarantee, according to the demand of a leader of a specialized excise office. The choice of the form of security is made by a participant of foreign economical activity and custom office has no right to dictate it.

Under the procedure of temporary import custom service identifies thoroughly all the items: in weight, image (check them with photos) or according a catalogue.

There is no such term as “an exhibition with a right of sales” in the Russian Law. And participants of foreign economical activity has no such necessity. If they want to sell an item during an international exhibition, they can do it legally. There is such a rule: any item under a concrete custom procedure may be transferred to another custom procedure; you should just prepare necessary documents in time. A representative of a firm-participant of foreign economical activity must give a proper declaration of changing of a custom procedure and pay the duty. As a result an item is transferred from a procedure of temporary import to a procedure of free exchange.

Time frames of changing of a custom procedure in this case is even less than in the case of direct legalization at the custom of-

vice. You have to invest your time into preparing of documents only, without examination of an item.

If a representative of a firm was late to transfer an item to another custom procedure before the moment of sale, the administrative code of the Russian Federation puts serious penalties.

In the name of a foreign firm a declaration may be given by a Russian partner firm (a juridical person) to transfer an item to another custom procedure.

A LIST OF RUSSIAN EXCISE CUSTOM OFFICES (SPECIALIZED):

- Excise custom office (specialized) of the Central excise custom service of the Central custom directorate

12, Smolnaya st., Moscow, 125493

- Central excise custom office (specialized) of the North-Western excise custom service of the Central custom directorate

38, Kondratievsky av., St. Petersburg

- Kosmodemiansky (Pregolsky) excise custom office (specialized) of the North-Western excise custom service of the Central custom directorate

4, Magnitogorskaya st., Kosmodemiansky settl., Kaliningrad Region, 236013

- Excise custom office (specialized) of the Smolenskaya excise custom service of the Central custom directorate

105, Lavochkina st., Smolensk, 124032

- Excise custom office «Sokol» (specialized) of the Magadan custom directorate

Airport “Magadan”, Sokol settl., Magadan Region, 685000

- Excise custom office “Malakhit” (specialized) of the Ekaterinburg excise custom service of the Uralian custom directorate

11, Osnovinskaya st., Ekaterinburg, 620017

We should attract your attention to the fact that if a participant of foreign economical activity is out of the regions of responsibility of the named offices, he has a right to give a declaration to any of them.

News

Diamond Raw Material from Russia

Among world manufacturers of diamond raw material Russia has been taking the constant second place in the volume of production (about 21%) for last years. In 2003 the volume of manufacturing of brilliants according to the primary evaluations was only 6% of the world output. In spite of the stable growth of volumes of extraction and, correspondingly, of realization of raw diamonds, a comparative share of Russia in the world output has decreased from 25 to 21%.

The Order of the President of the Russian Federation “On confirmation of the Regulations on import into the Russian Federation and export from the Russian Federation of natural diamonds and brilliants” (2003) made a step to the liberalization of the market, which led to the development of foreign trade connections of Russian manufacturers. The Order makes provision for the abrogation of licensing for the export of brilliants to increase the competitiveness of Russian diamond manufacturers at the world market. Besides, the Order makes provision for a possibility of exporting of natural diamonds by Russian manufacturers of brilliants in the volume up to 15% of the price of diamonds bought in the current year. This rule, together with above mentioned advantages, with establishing of new business contacts, gives a real possibility to check the market. So, in 2003 forty seven

Russian manufacturers put raw diamonds according to this law, in the general mass of 1380000 carat for US \$66.3 mln. They exported more than 1000000 carats of diamonds for about US \$46 mln. There is a reasonable opinion in Russia that the problem of the development of the inner market is not only in the insufficient liberalization of the legal basement but also in the fact the market should be transformed institutionally. In point of fact, the inner diamond-brilliant market includes almost only rather independent manufacturers; there is in a way a workshop for manufacturing of brilliants. The schemes are working here when investors are foreign diamond manufacturers financing purchase of raw diamonds, building manufacturing program and buying all the volume of brilliants for the previously established price. It is clear that such situation decreases possibilities of the inner market and Russian jewellery manufacturers as well. At this stage of development in front of the Russian diamond industry there is a task of independent coming into the market. It doesn't mean that they should refuse from contacts with their constant partners and longlasting cooperation. To have a save and stable partner is an obviously good variant in business. At the same time, the inner market should not be shaped at the stage of investments into raw material extraction.



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Manufacturing of Jewellery in Russia. Ten Years Later

Irina Perfilieva

Ph.D. in Arts, Research Institute of the Russian Academy of Fine Arts

There is an opinion that “it is a certain frenzy which leads to art. But it is true only in the case when frenzy is overcome.” This thought was expressed not once and by different French bourgeois philosophers and writers in the early twentieth century when art as a form of cognition began to play an important role in the struggle against coming technocratic civilization.

For our country this thought is still actual because our applied and decorative art owing to the force of historical circumstances happened to be distant from a human, who is not only the main object of its application but also a constant point of its style evolution. This is the source of the term “decorative and applied art” in our literature on art; this term performs its “representative” state — its existence in the space of an exhibition hall in a monumental form of an object of fine arts.

All the advantages and losses of this state of Soviet jewellery business we can observe, understand and overcome now. Not at the first time Russia by its own forces rapidly overcomes a way passed by leading industrial countries through decades. In spite of the obvious deficiency of time, contemporary jewellery manufacturers were able, first of all, to keep and increase the high level of artistic craft and, at the second, to overcome the barrier between craft and art as itself. The cultural situation in Russia of the second half of the previous century favoured to the development of jewellery as an art in the form of “studio” unique works

for exhibitions, made by artists-jewellers not connected with industry. And jewellery industry under plan economy of the socialist period and omnivorous inner market had a few stimuli for artistic evolution. We can state that, at least since the middle of the twentieth century, our jewellery business has been going through the obvious revival after a long stagnation of the post-revolutionary years, although as “free” shape-creation only.

The revival of manufacturing of artistic jewellery articles from precious materials was begun with the understanding of the fact that this craft is a part of artistic creativity — art.

But creation of artistic jewellery is a special kind of art connecting the microcosm of a man with the macrocosm of the surrounding world and existing as a form of performing arts. In this unity there is a strategic task of Russian jewellery industry.

Last 10–15 years at the edge of the twentieth and twenty first centuries a process of overcoming of this deformed system was going; the system which divided jewellery art and manufacturing of “precious things” according to the social-economical principle. The character of this process is not secondary because we are not overtaking neither America nor West Europe, which had been developing in other historical conditions. But the process has its own specifics depending on our national mentality.

It was mentioned not once that the disposition of Russia on the border between Europe and Asia “dooms” it for organic cooperation

between cultures; it has been so for thousands of years, which can be proved by materials of archaeological excavations. Another important circumstance is a central position inside the continent, which became a reason of early coming to a settled life. Even now we are not inclined to radical transformations in our life, travels and other events breaking our stable habits.

Finally, few countries passed through such social cataclysms, which fell on Russia in the early twentieth century and broke successive connections in existing of jewellery adornments. Then, the politics of leveling of basements of national artistic cultures was established.

Though, recent years, in spite of a certain national inertia, artists-jewellers and managers-manufacturers got many results in the development of Russian jewellery under new social-economical and cultural conditions.

Enthusiasts of manufacturing of artistic jewellery articles from precious metals have faced in the beginning of 1990-s, first of all, with the absence of modern system of artistic language adequate to new aesthetic principles and economical conditions. In Russia this language is traditionally dualistic. Since the most ancient times historians have been noting creative coexistence of pagan and Christian, national and West-European, traditional and vanguard motifs. The same thing happens now. Commercialization of culture in the reforming period sets new conditions: profitableness of the activity of an enterprise as a whole under strict concurrence. New enterprises and firms, appeared recently in a great quantity, have to take into account all the growing and various customers’ tastes manoeuvring between two main streams. They can be called “traditional” and “vanguard.” The first one includes both national and all-European artistic traditions. The second one includes both traditions of vanguard art of the beginning of the twentieth century and the newest style trends. But for the most part of enterprises priorities are connected with economical tasks. To form assortments they use all the existing scale of style trends and tendencies. But the picture of modern manufacturing of artistic jewellery articles from precious materials in Russia of the twenty



Creative group “Syrin”. Clock “The first Thawed Patch”
18 carat gold, brilliants, agate, enamel
Author: Zharkova T.D.

first century is constructed not by imitators. They make only background for those, who get more, using economical mechanisms of the market; they create their own, individual firm style typical for contemporary creative firms opposite to formally working enterprises in the sphere of artistic industry.

The revival of jewellery business in new Russia is based on the “frenzied” will to join links of violently broken chain of cultural traditions, to return creation of adornments of precious ma-

terials into the sphere of art. That’s why interest of jewelers to artistic traditions seems so natural, especially to traditions of times when Russian jewellery art reached the highest level. The end of the nineteenth century was the time of international recognition of Fabergé, Sazikov, Khlebnikov, P.A. Ovchinnikov and G.P. Grachiov.

It’s happened that in the beginning of 1990-s there was a jubilee of the Fabergé firm more known abroad also because it had its branches there. May be it is preferable in Russia, too. This Fa-

bergé style attracted attention of the first among creative firms “Syrin” founded by a group of artists, masters and managers, who worked previously at the Moscow Experimental Jewellery plant. But now, after more than ten years, we can say for sure that this firm has its own individual style and its own customers. The leading artists of “Syrin” are Natalia Nagurnaya and Tatyana Zharkova. Now many companies come to the sources of artistic traditions. Russian artists-jewellers were longing to restore forgotten, lost

Jewellery Art & Business



Capital jewellery plant "Adamas" Ltd., Moscow
Collection "Petersburg. Noble fences"
Gold, brilliants
Author: Yusilevich Larisa

techniques and methods of artistic processing of precious metals and other materials — enamels and guilloché, stained glass, filigrée including gold filigrée, coloured gold and many others; it's impossible to go further without it.

This tendency was supported by the oldest Russian enterprises — the plant "Russkie Samotsvety" (Russian Gemstones) (St. Petersburg), its creative group was headed by Svetlana Berezovskaya.

Interesting samples in the style of the Ura-

lian school based on the idea of gemstone insets became a personal sign of the plant "Yuveliry Urala" (Jewellers of the Urals) founded in 1896.

The theme of the Orthodox artistic culture and jewellery objects connected with religious habits and traditions are not worked out by modern artists-jewellers till recent times. There were serious objective reasons. Now we can talk not only about assimilation of traditions but also about independent movement. Today in this

theme many firms are working, for instance, the Centre «Russkie Remesla» ("Russian Crafts", Yaroslavl). Among them there is one of the most interesting traditional centres of Russian jewellery art is the plant "Severnaya Chern" (Northern Niello) in Veliky Ustiug. Not long ago in its assortment small adornments play the main role; they couldn't show all the beauty of this exquisite jewellery technique. Nowadays, artists and masters fulfill complicated demands of the Patriarchy. This indisputable fact proves

Jewellery Art & Business



"Yuvelirny Dom", Ltd. Ekaterinburg
Set "Palm Sunday"
Gold, brilliants
Author: Ignatkin Valery

the recognition of artists from Ustiug: Elizaveta Tropina, honoured artist of Russia, and Liudmila Bobyleva and Liudmila Menshikova.

The firm "E. Zaks" (Moscow), founded in the end of 1990-s, was the first one, which has broaden the scale of creative searches up to modern ones including the newest vanguard style trends.

"Diamonds of Russia. 20-th century" — it was the name of the first collection of the firm "YuTe — Yuvelirny Teatr" (Jewellery Theatre)

from Moscow, which was founded on the edge of centuries by artists Irina Dorofeeva and Maxim Voznesensky, well-known in the sphere of "studio" art. Their articles perform a new conception of adornments, interesting not only because of their materials but also because of original artistic decisions. This firm plays a role of a "gold" link between author's and industrial art, between creative experiments of vanguard trends and traditional costumers' demands at the jewellery market.

The plant "Rossilver" (St. Petersburg) began from a new starting point. They invited the eldest artist-jeweller, whose works were known in Russia and abroad, — Vera Povolotskaya. She organized manufacturing of cast silver adornments, which led the plant to the front line of the jewellery market.

Last years became a "star" point for the enterprise "Crystal" from Smolensk. Since 1963 the plant has been working with diamond faceting. Now it is a brilliant capital of Russia, one of

Jewellery Art & Business

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Bashirov Serzhan
Pendant "Three Signs of the Sun"
Silver, leather, turquoise, corals



Ananiev Anton, "Aviator"
Liddite, obsidian, cacholong, Chukotka agate, rock crystal, jasper



Galatin Oleg
Intaglio "Godmother of Valaam"



"Souvenirs of Baltic" Ltd. "Sand-glass"
Amber, silver, walrus bone, timber
Author: Lopatkin Yury



Set "Thea"
18 carat white gold, amethysts, brilliants
Authors: Lunkova O., Lunkov A.
"Almaz-Holding"



Atis & Co. Dagger
18 carat gold, silver, carved bone, filigree, chasing, engraving
Author: Almosov K.A.



Malkiel Igor



Makhova Larisa
Earrings "Spring"
Silver, enamel



Ring "Wave"
18 carat white and black gold, brilliants, cultivated Tahiti pearls
Author: Dorofeeva Irina, Photo: Pryanechnikov Sergey



Set "Revelation". Rock crystal, gold, brilliants. Author: Badov Igor. "Ermi" JSV

the most interesting modern enterprises manufacturing artistic jewellery adornments with brilliants. The firm got to create its style rather fast; they demonstrate exclusive taste in corresponding of eternal classic and vanguard design.

The most part of jewellery companies keep the politics of style variety. Among them there are large and small enterprises. Some of them use this politics to catch the moment and to survive in difficult conditions. Others produce a broad assortment of mass and serial articles

to support not so profitable experimental development. Among such companies we could mention "Akant" (Rostov-na-Donu), "Almaz-Holding", "Russian Jewellery Manufacture" and "Svyat-ozero" (Moscow), "Ringo" and "Yuvelirny Dom" (Ekaterinburg), "Cast" and "Petrozoloto" (St. Petersburg) and others.

A special importance for contemporary jewellery manufacturing in Russia is seen in the authority and respectability of an artists. Forms of cooperation are various; they depend mostly

on the charter of a specific firm. Anyway the name of the author isn't lost in anonymity now.

To build its state and positions, numerous competitions are working nowadays. They are organized by the "Guild of Jewellers of Russia" at different exhibitions: "Yuvelir" in Sokolniki (Moscow), JUNWEX («Gemstones of Russia») (St. Petersburg), "Treasures for exclusive persons" in the Expocentre on Krasnaya Presnya (Moscow), "Treasures of Russia" in Gostiny Dvor (Moscow) and also exhibitions in Kos-

troma, Sochi and other cities. The main aim of experts working as judges is to put the attention to the firms longing to creative development, to the artists trying to overcome habitual tastes and suggesting really new, original artistic decisions according modern aesthetic principles. So, recent years the laureates of these competitions were Vera Chernova — "Cast" (St. Petersburg), Vera Povolotskaya — "Petrozoloto" (St. Petersburg), Sergey Chiriev — "Russian Crafts" (Yaroslavl), Elena Rybkina — "Akant"

(Rostov-na-Donu), Ilya Palkin — "Almaz-Contact" (Krasnoe-na-Volge), Valery Ignatkin and Timur Valiulin — "Yuvelirny Dom" (Ekaterinburg) and many other artists. An important role in this process the Foundation of supporting of education and creativity of artists-jewellers "FORMA" is playing; it is headed by the famous Petersburg artist-jeweller Galina Kovaleva.

At the end of this short survey of the history of Russian art of jewellery in the sphere of

manufacturing of artistic jewelleryes from precious materials it's necessary to say that nowadays Russian school is at the stage of intensive growth and shaping. Naturally, there are many economical, organizational and aesthetic problems. We should understand and think over many moments. But just now we can say that manufacturing of jewelleryes is a sphere of artistic creativity, a complete and independent art. And existing problems show the extremely rapid evolution through recent decades.

Exhibitions

RESTEC Exhibition Company:

ANNUAL EXHIBITION PROGRAM FOR 2004–2007

V. V. Budny, Chief of Jewellery Projects, Restec Exhibition Company

Dear exhibitors and guests of the BASELWORLD Show!

Let us introduce the annual exhibition program of the Restec Exhibition Company.

This year is very important for us as we have undertaken significant steps to provide the entire range of exhibition services with the purposes of effective marketing and organizing successful jewellery business. The exhibition program by the Restec Exhibition Company is oriented both at jewellery enterprises and large trade networks — those companies looking forward to brand embedding at the Russian market and seriously interested to join the world jewellery market.

The exhibition program offered is a logic conclusion of Restec's initiatives aiming at stimulating domestic jewellery market. These initiatives are based on the 12-year experience

in the branch and up-to-date economic assessments, as well as the international experience in forming professional B2B exhibition industry.

The program considers conditions for effective solutions for wholesale supplies in strict correlation with the seasonal sales peaks and seasonal demand specifics, jewellery brands positioning and new marketing mechanisms stimulating stable consumer demand.



ANNUAL EXHIBITION PROGRAM FOR 2004–2007

JUNWEX/Gems of Russia/St. Petersburg 2–6 February 2005. First ten days of February — annually.	Trade selection of new spring-summer collections in anticipation of the spring sales peak and the Easter.
NEW RUSSIAN STYLE/INTERNATIONAL JEWELLERY MOSCOW/Gostiny Dvor, Moscow 19–22 May 2004. Third ten days of May — annually.	Presentation exhibition of high trade marks. New samples for store range completion and summer demand stimulation.
Best Adornments of Russia Moscow 4-6 November 2004. First ten days of November — annually.	Wholesale purchases before the New Year and Christmas.

To Russia... With Jewels

Some 100 international jewellery companies will be exhibiting alongside leading Russian jewellers and manufacturers for the first time at New Russian Style/ International Jewellery Moscow. The magnificent marble floored Gostiny Dvor, just beside Red Square in the centre of Moscow, will be the setting for the launch event to be held from May 19–22, 2004, organised by Reed Exhibitions in partnership with the Restec Exhibition Company.

According to a report in the April 2003 issue of Russian Diamonds & Jewellery, among all Russian economic sectors their jewellery industry has seen the fastest sustainable development, with the industry benefiting from the nation's natural resources. Russian support of the event includes the Association of Russian Diamond Manufacturers, the Russian Assay Office, the Guild of Jewellers of Russia the Union of Jewellers of Russia's North-West and the Russian Diamond Chamber. International participation includes key pavilions from Italy,

Germany and France as well as groups from Belgium, the UK, Australia, Hong Kong, India, Taiwan, Thailand and the USA.

Amongst the 100 Russian exhibitors are "Almaz-Holding" and "Russkiye Samotsvety" both adding great splendour to this launch event with their grand designs in fine jewellery, incorporating large colourful gems as well as diamonds. They will be joined by "Koala" from Italy, who won an award for jewellery design by Laura Biagotti. Also from Italy, "Orogemma" will be launching new gold chains aimed at the men's jewellery market,

"Restec has already run national jewellery events attracting 10 000 trade buyers," explains Caroline Thompson, Show Director at Reed Exhibitions. "This launch event is the ideal partnership of Reed's international expertise with Restec's local market strengths. We discovered, by talking to our international customers, that there is widespread and substantial awareness of the potential in Russia.

But with such a 'closed market' it has been difficult for international manufacturers to gain access. Through this new partnership, we are able to offer a new and very exciting opportunity to the industry — access to a burgeoning market. We anticipate that for 2005, even more countries will participate, putting NRS/IJM firmly on the international jewellery calendar."

Valery Budny, Show Director at Restec, adds: "NRS/IJM is also a unique opportunity for international jewellery wholesale and retail companies to extend their business. We invite to the show all who are interested in cooperation with Russian companies and business on the Russian jewellery market."



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Jewellery Art & Business

Competitions — an Incentive to Creativity

Maria Mitekina



Moscow Jewellery plant "Elite," Ltd.
Set "Delight". Gold, brilliants
Author: Abramov Alexander

As everybody in the world, Russian jewellery manufacturers produce mass articles for a broad circle of consumers. But with all this going on, volumes of sales of mass jewellery articles are so large, that any foreign manufacturer could envy it. The Russian jewellery market is immense; and it demands constant filling. Moscow and Petersburg are oriented toward contemporary fashion tendencies in design of adornments, but Russian remote places prefer materials, styles and technique checked with time. Ideas being offered by Western jewellers-artists now, perhaps, won't be assimilated on vast Russia territories. That's why native manufacturers create collections based on traditional preferences of mass consumers.

Last decade Russian jewellery industry is developing constantly and dynamically. In spite of the fact that jewellers have to fill the market with mass articles, many firms are longing to create individual, exclusive collection in the style of their own. Although there are companies primordially oriented to exclusive production, their quantity is not really big. We can see that Russian firms have great potential not only in mass articles manufacturing but in creation of individual projects as well, it is proved with the recognition of high artistic level of Russian samples at the competition for De Beers Diamond Award. In different years its winners and laureates were masters from such companies as "Yuveliry Urala" (Ekaterinburg), "Art Facet" (Moscow) and "Syrin" (Moscow).

A perfect possibility to display their unique articles, which differ from usual assortment, is given to firms at trade exhibitions and shows, the quantity of which is growing from year to year. At the most part of such jewellery forums trade competitions are held. Participants of these exhibitions always welcome such incentives, and a status of an exhibition is obviously increasing when it includes a competition.

Jewellery enterprises press to prepare collections for each significant show to sur-

Jewellery Art & Business



Jewellery House "Cacholong" Ltd
Somova L.V., set "Hope"
18 carat gold, brilliants



Kopyrina L.A.
Composition of flasks "Birds"
Silver, topazes, amethysts, smithery, soldering



Raigorodskaya Anna
Necklace "Tears"



Shanygina Anna
Composition "Born in Venice"



Akhmetshin Edward
"All-seeing Eye"



Vedeneev D.V.
Earrings "Tiny Men"
Silver, circones

prise not only customers but also professional jury. Competitions sum the results of activity of firms for a reviewed period up and concentrate all the achievements and ideas. Exponents of shows demonstrate their exclusive collections, performed in one or another nomination, with reasonable pride. Notably, that the themes of competitions are rather various and it gives possibility to present ar-

ticles in the most suitable nomination corresponding to the author's idea. In the network of the Moscow International exhibition in Sokolniki they organize an annual, traditional competition "Yuvelir" (Jeweller). Trade competitions in the city on Neva in the eve of the jubilee — "Golden Mercury" and "Jewellery Olympus", naturally, couldn't go without such nomina-

tion as "To the 300-th anniversary of Saint Petersburg." This theme came also to the jewellery competition for the award of the cultural capital "Petersburg Recognition", which was held at the exhibition "JUNWEX-2003." The results of the competition "Golden Masterpiece" were summed up at the exhibition "New Russian Style-2003." Our magazine has written about the only

Jewellery Art & Business



Jewellery centre "Crystal". Collection "Winter Ball"
White gold, brilliants, sapphires, rubies.



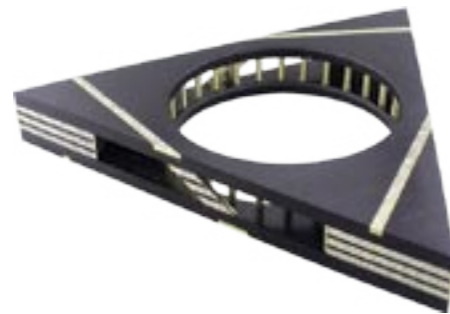
Trade House "Intaglio" Ltd.
Set "At the Edge of Oecumena"
18 carat gold, rhodolites, lapis lazuli, brilliants
Authors: Purygin V., Mokrushin A., Zhurina L.



"Golden Orchid" Ltd. Collection "Charmel"
14 carat gold, brilliants, blue, pink and yellow sapphires,
chrysolites



Terziev Alexandre, Soul of Musician



Bracelet from the serial "Revolution of
Consciousness". Ebony, gold, brilliants
Centre "Russkie Remesla" (Russian Crafts)
Author: Chiriev S.K.



"Kostroma Jewellery plant" JSV
Ring. Gold, chalcedony.
Author: Orlov Andrey



Somova Liudmila, Gemstone-2000

All-Ukrainian forum of jewellers "Yuvelir-ExpoUkraina-2003," where a competition of sketches for the best jewellery design had been held for the first time. The central event of the traditional exhibition in Ekaterinburg "Uralyuvelir-2003" was the competition of contemporary art of jewellery. Organizers of this event have placed a great aim for this competition: "to set up a basement for sys-

tematic efforts of enterprises in working out of a bright stylistic line."

One more feature of competition programs in Russia is a nomination for interior adornments and small plastic. Lapidary tradition has deep roots in our country. Articles of gemstones decorated imperial palaces once, and they were evaluated not less than articles with precious stones. Modern

masters-jewellers develop the school of old Russian craftsmen, making masterpieces of stone-carving art, which are performed in the show-boxes of jewellery exhibitions in Russia and abroad.

Every year they carry out an exhibition of manufacturers of amber articles — "Baltic Amber" and a specialized competition — "Amber Fancy." Besides, in 2003 there was a possibi-

Jewellery Art & Business



Nomination "Young Names"
Design centre "FORMA"



Bobrova Olga, Male bracelet. Ammonite



Design centre "FORMA"
Pendant "Authority". Gold
Author: Volkov A.



Design centre "FORMA". Rings "Microcosm". Silver, brilliants
Author: Goncharov Denis

lity to perform samples for the First regional competition of amber articles, which has been held in Kaliningrad under the incentive of the Amber museum.

All the mentioned actions are bright events in the jewellery life of the country. They present the joy of wonderful discoveries. And it stimulates creative persons and managers for working out new, exclusive adornments.

A special place in a row of specialized competitions is taken by the International competition among young designers of jewellery adornments "Image and Form". It was carried for the forth time. A specific of this competition is so that it is designed not for professionals with large experience and years of practice but for young artists-jewellers. Correspondingly, they expect less banalities

and more creativity from this competition. We can say for sure that "Image and Form" justifies these expectations; it is a good starting place for non-ordinary view to the future. No doubts that such actions open perspectives not for young artists-jewellers only but for the art of jewellery in a whole as well.

Jewellery exhibition

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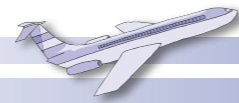
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Exhibitions

Time to Draw Borders Apart

Annual world watch and jewellery show BASELWORLD is an event second to none in the watch industry. It is the main place of showing of the newest achievements in manufacturing and design of modern "time keepers". Here leading trends of changeable fashion on watches are formed. Participation in this show is a kind of a pass for the world watch market.

This year Russia is also received such a pass: for the first time there will be an official Russian exposition (about 200 m² in space) "RUSSIAN WATCH INDUSTRY — TIME WITHOUT BORDERS". The exposition is organized at the initiative and with the support of the Ministry of Industry, Science and Technology of the Russian Federation and the Government of Moscow.

In Basel, in the exposition "Russian Watch Industry — Time Without Borders" all the leading watch plant of Russia will participate, as well as new Russian companies-manufacturers. Among the participants there are the First Moscow Watch Factory, the Chistopol "Vostok" Watch-Makers Inc., the Cheliabinsk "Molnja" Clock & Watch Factory, The "Penza Watches", the "Chaika" Watch Factory, companies "Anlina", "Volmax", "Zolotoe vremya", "Interex-Orion" and others. Almost all the participants of the exposition prepare new models and collections for the show. Visitors will be able to see the newest ideas by young designers and unique interior clocks from natural stones and amber. Some of the watches and clocks exposed at the show might be estimated as samples of the world premier level. Attention and interest of visitors can be taken by some Russian watches, which are still well-known in the world, as well as other serial ready-made articles with the mark "Made in Russia". Besides, the participants will perform recent works in the sphere of watch mechanisms for specialists.

The participation of Russian companies in the show is not occasional. Once the USSR was constantly in the first tenth of the world leaders in the manufacturing of watches. Soviet mechanical watches with quality mechanisms and concurrent prices were in popular demand at the world market: about 40% of the annually produced watches went abroad.

Nowadays at more than 30 enterprises of Russia they assemble more than 6 mln watches annually. High interest to safe Russian watch mechanisms is typical for many leading world manufacturers including Swiss ones, which is proved during numerous business negotiations at the exhibition "Moscow Watch Salon 2003". That's why Russian watch-makers cherish serious hopes connected with this BASELWORLD. They suppose to built new cooperation ties, to draw investments thanks to their participation in the show in Basel and also to return lost positions at the world market.

Russian exposition will perform almost 600-years old history of the development of watch industry in Russia for visitors of the BASELWORLD — from the first chime of the Moscow Kremlin and outstanding works by Russian watch-makers, which are kept in collections of leading museums, to recent samples by their modern successors.

There is a Russian proverb: "There is a time for everything". There is a time for Russian watch industry to broaden its borders. It is ready for radical progress. And this show BASELWORLD should prove it.

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Siberian Promotion of Platinum

Sergey Fedorchenko

Platinum demands of the Russian market have ideally coincided with abilities and experience of jewellers from Krasnoyarsk

The Gulidov Krasnoyarsk Non-ferrous Metals Plant ("Krastsvetmet") is one of the leaders of the Russian jewellery industry in need of no special recommendation. It is well-known as the greatest manufacturer of jewellery chains and bracelets in Russia — with a complete technological cycle from the preparation of a jewellery alloy and chain-binding to diamond faceting and final polishing. Now, it produces more than 150 kinds of chains and bracelets out of 14- and 18-carat gold, 22.8-carat platinum and 20-carat palladium, more than 500 kinds of rings, pendants, ear-rings, necklaces and other articles.

Recently the company has directed special attention to the manufacturing of jewellery adornments made of platinum. The jewellers thoroughly studied world trends of the platinum market, which seemed to be unfavorable for Russia. Judge it for yourselves.

Now the world jewellery industry consumes more than 80 tons of platinum. Eight years ago China used about 100 kg of the noble white metal for these purposes, but now it takes more than 40 tons. Japan uses about 25 tons of platinum for the manufacturing of adornments annually. Last year Russians bought about 100 kg of platinum items only. The dynamics and vector of preferences of the world jewellery market seem to be obvious: a consumer "turns his face" away from gold to the exclusive white metal, which is 2.5 times more expensive and 35 times more rare than the yellow one. "Krastsvetmet" has been man-

ufacturing and processing platinum group of metals for 60 years. It was predestined to organize the manufacture and promotion of platinum adornments to the market.

For the first time Krasnoyarsk platinum jewellery was exhibited at the show "Yuvelir-2001". Siberian specialists had to overcome many difficulties resulting from physical and



chemical properties of this metal: its refractiveness (melting temperature is 1768°C), high viscosity and hardness. Caprices of platinum demanded special technologies and additional knowledge from the plant professionals; not many jewellery manufacturers possess such experience and qualification.

And the results didn't keep waiting. In 2003 alone Russia produced 147 kg of platinum adornments, the significant part of it having been manufactured by "Krastsvetmet." Last year about 70 kg (half of all the Russian platinum adornments) were produced with

the Krasnoyarsk brand. Now seven out of ten platinum items bought by Russians are made in Krasnoyarsk.

Manufacturers from Krasnoyarsk shown new collections at the traditional jewellery festival in Kostroma last June. They won in the platinum adornments nomination. Then, the exhibitions "Yuvelir" and "Winter Fairy-tale" were held in Moscow and "JUNWEX-2004" in St. Petersburg. "Krastsvetmet" platinum articles were consistently honoured with the highest grades.

However, Krastsvetmet's specialists are sure that today's victories are the beginning of the promotion of platinum adornments from Krasnoyarsk. Marketing specialists estimated that Russian customers can consume up to 4.5 tons of white metal adornments; and the example of China proves that the rate of growth of consuming platinum adornments could reach even higher levels when using an effective promotion strategy.

Russian consumers are waiting for platinum jewellery which are considered to be prestigious and perceived by Russians as something which is more precious and noble. The exquisite image of this metal is constantly associated by consumers with extraordinary quality — "platinum" discs, credit cards and even "platinum" beer. This metal serves a marvelous frame for precious stones; it goes with diamonds and natural yellow tints of gold. It doesn't irritate skin because it contains no allergenic admixtures. It is long-lived and resistant to high temperatures and acids. It is almost never worn out. Jewellers from Krasnoyarsk are sure that if the Russian gold market is saturated, platinum presents great opportunities for manufacturers. These opportunities are the aim of "Krastsvetmet" jewellers.



KRASTSVETMET

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The firm "Art-Classik" by rights can claim to the glorious place of a successor of the elegant Petersburg style. Firms jewellery is designed for the middle class which is acknowledged now in the temptation of exclusive offers and is ready to choose the best from any assortment. Masters of the firm who work with such a difficult technique as enamels receive the unsurpassed deepness and purity of colours. After multiple experiments they succeeded in restoring of the ancient technique of making enamels. Now they come close to the level of the best pre-revolutionary samples. At the same time the modern technologies give them a possibility to produce enamels of any tones. And thorough maintenance of all the details of this technology give them a chance to receive the highest quality of the output.

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Jewellery Art & Business

FABERGÉ RETURNS TO RUSSIA

Historical event at the world market of Russian antique goods

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Authors of the book "The Fabergé Imperial Easter Eggs" T. Fabergé, L. Proler, V. Skurlov at the presentation of this edition at Christopher Forbes. New York, 1997.



Coronation egg. Price in 1897 — 5500 roubles (US \$2750). Besides, in a carriage there was a brilliant pendant-egg (briollette) hanged on a hook, evaluated in 1000 roubles (it is absent). The egg with the carriage were placed in a glass case on rectangular nephrite pediment with silver edging. The price of the case was 150 roubles (it is absent). In 1979 Forbes has bought this egg together with the Lilies of the Valley egg from Wartski (London) for US \$2.16 mln. The evaluation by Sotheby's is US \$18–24 mln.

The collection of Fabergé objects belonged to heirs of media-magnate Forbes has been sold to Russia. It's a unique case: the April Sotheby's auction was canceled; nine Imperial Easter Eggs and 180 objects more have been bought by the Russian businessman Victor Vekselberg (Tiumen'neftegaz, Siberian aluminium; Ekaterinburg special alloys plant) through the Foundation "Connection of Times," founded by him. The Foundation is going to take similar actions in future.

The price of this agreement is not declared. Primary evaluations of the nine Imperial Easter Eggs only were US \$70–100 mln.

A similar case happened only in 1930, when the American millionaire Armand Hammer has bought ten Imperial Easter Eggs by Fabergé from the Armoury Chamber through the All-Soviet association "Antikvariat." Several hundreds of Fabergé objects including two Imperial Easter Eggs were sold by Sotheby's in Cairo, at the auction of things of the overthrown Egypt king Farukh exactly 50 years ago.

The returning of the collection to the native country was made simpler thanks to cancellation since January 1, 2004 the 30% custom duty on the importing artistic values into Russia. This law was enthusiastically welcomed by Russian specialists in antique business. "Don't stop us and we will return to Russia its treasures," they say.

Jewellery Art & Business



The first Imperial Easter Hen egg. Price in 1885 — 4151 roubles 50 kop., including 2 ruby eggs as pendants — 2700 roubles. Ruby surprises are absent now. So, the price of the egg is 1451 roubles 50 kop. (US \$730). The evaluation by Sotheby's is US \$3–4 mln. Sold at the auction Christie's (London) in 1934 for £ 85 (US \$430). In the collection of Forbes since 1978.



Six glasses. Gold, enamel, rock crystal. Workmaster: Mikhail Perkhin. 1893. Inventory № 45662. After the demand of the Empress Maria Fedorovna. Price was 650 roubles (US \$325).

Jewellery Art & Business



Rosebud egg. Price in 1895 — 3250 roubles (US \$1625). The evaluation by Sotheby's is US \$3–4 mln. In the collection of Forbes since 1985.



Renaissance egg. Price in 1894 — 4750 roubles (US \$2375). The evaluation by Sotheby's is US \$5–7 mln. Sold from the Armoury Chamber in 1930 to Armand Hammer through the All-Soviet association "Antikvariat" for 1 000 roubles (US \$500). In the collection of Forbes since 1965.



Heart Surprise frame from the Imperial Easter egg of 1897. An enamel frame in the shape of a heart with three miniature portraits: of the Emperor Nicholas II, the Empress Alexandra Fedorovna and their daughter Grand Duchess Olga. Price of the complete egg in 1897 was 3250 roubles (US \$1625). Forbes has bought the frame at Christie's (Geneva) in 1978 for SFr 40 000 (£ 11 000).



Set of ash-trays. Gold, gilded silver, enamel. Moscow branch of the Fabergé firm. 1899–1908. Size: 8.3 cm, 8.3 cm, 7 cm, 9.2 cm. Inventory № 26535.

Jewellery Art & Business

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Lilies of the Valley egg. Price in 1898—6700 roubles (US \$3350). The evaluation by Sotheby's is US \$12–18 mln. In the collection of Forbes since 1979.



Bay Tree egg. Price in 1911 — 12 800 roubles (US \$6400). The evaluation by Sotheby's is US \$10–15 mln. In 1934 Wartski (London) has sold it for £ 950. In 1947 it has been sold at Sotheby's for £ 1650 (US \$6600) including the auction premium in 10%. In 1965 Forbes has bought it for US \$35 000.



Order of St. George egg. Price in 1916 was not established. It has been sold at Sotheby's in 1961 for £ 11 000 (US \$31 000). In the collection of Forbes since 1976. The evaluation by Sotheby's is US \$ 4–6 mln.



Christ and two Archangels egg. Workmaster: Mikhail Perkhin, before 1899. In the process of preparation for the cancelled auction Sotheby's (2004) Christopher Forbes supposed that this egg was a surprise of the Renaissance egg (1894). In the collection of Forbes since 1978 r. Sold at Christie's (London) in 1934 for 119 £ (US \$560).



Varvara Kelkh Hen egg. 1898. Workmaster: Mikhail Perkhin. Sales—see the Chanticleer egg.



Cockerel egg (also known as Cuckoo egg). Price in 1900—6500 roubles (US \$3250). Forbes has bought it at Sotheby's in 1985 for US \$ 1.905 mln. The evaluation by Sotheby's is US \$ 5–7 mln. In 1973 at Christie's (Geneva) it was sold for SFr 620 000 (US \$207 000) without the auction's premium in 10%. In 1985 at Sotheby's (New York) it was bought by Forbes for US \$1 760 000 without the auction's premium in 8%. Primary evaluation was US \$1 mln.



Fifteenth Anniversary egg. Price in 1911 — 16 600 roubles (US \$8300). In the collection of Forbes since 1966. The evaluation by Sotheby's is US \$10–15 mln.



Varvara Kelkh Chanticleer egg-clock. 1904. Workmaster: Mikhail Perkhin. It has been bought among six eggs of Kelkh in the beginning of 1920-s by Jean Zolotnitsky (shop "A la vieille Russie", Paris) for the general sum £ 925 (US \$3300). In 1928 it has been sold among seven eggs from the collection of Kelkh to the USA for US \$10 750. In the collection of Forbes since 1966.



Revolving frame with portrait of the Emperor Nicholas II and British King George V. Besides, there is a photo of sisters: Russian Empress Maria Fedorovna and British Queen Alexandra. Silver, wood, rock crystal, moonstone. Workmaster G.Armfeldt. 1908–1917. Height 25.4 cm.



Frame with portrait of the Emperor Nicholas II. Gold, gilded silver, enamel, brilliant, rock crystal. Workmaster: Mikhail Perkhin. 1899–1903. Height 37.2 cm.

Jewellery Art & Business



Arm-chair bonbonnière. Multicoloured gold, enamel, nephrite. Workmaster: G.Wigström. 1908-1917. Inventory № 22841. In 1915 from London this object was taken to Siam, perhaps, to be shown to the Siamese king. The price according insurance evaluation was 1350 roubles. In April 1919 this bonbonnière was among the propriety of the K.Fabergé shop in Moscow arrested by Che-Ka. Price in 1919 — 6500 roubles.



Globe clock. Gold, enamel, nephrite, rock crystal. Workmaster: G.Wigström. 1908-1917. Inventory № 21083.



Coronation snuff-box. Workmaster A.Holström. 1896. Inventory № 1067. Presented at the coronation in May 1897 to the military minister of Austro-Hungarian Empire. Price was 1300 roubles (US \$650).



Nephrite plate. Two-coloured gold, enamel, brilliants. Marks of workmasters M.Perkin and G.Wigström. 1899-1905. Length 59.4 cm. Wedding gift of the Emperor Nicholas II to the German Kronprinz Heinrich in 1905. Price was 8300 roubles.



Duchess Marlboro egg-clock. 1902. Workmaster: Mikhail Perkin. In 1926 it has been bought from the Marlboro family by the singer Hanna Walski. Bought by Forbes at the auction Sothby's Park Bernet (New York) in 1965 for US \$50 000.



Dancing countryman, figure. Gold, sapphires, chalcedony, purpurine, marble, jasper, quartz. Height 13.3 cm. Bought in 1911 by the Emperor for 850 roubles (US \$425).

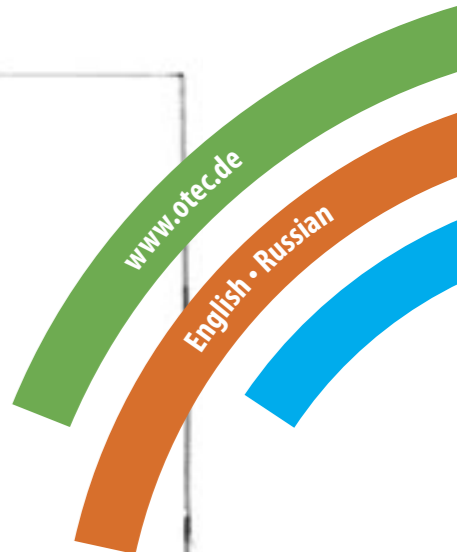


Cigarette-box. Gold, enamel, brilliants, sapphires. Moscow branch of the Fabergé firm. Before 1899. Length 8.8 cm. Inventory № 11366.



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Jewellery Technologies

RUTA

Russian Company Ruta for already 10 years is the major supplier of jewellery tools and equipment, displays and packaging at the Russian market. Over its work the company has established strong business relations with such world-known producers as Yasui, Otec, F.O.V, Dazor, Kerr, Foredom, Maillefer, Castaldo, Vallorbe, Proxxon, Dedeco, Presidium, R&R, Leg.Or, Elma and many others.

The number of our constant customers at the Russian market is over 5000 jewellery companies.

Being guided by the experience and requirements of suppliers and customers and attentively tracing the trends of foreign markets development we successfully improve the main directions of our commercial activity: jewellery tools and equipment, displays and packaging, we constantly broaden the assortment of the offered goods and services.

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To date Ruta has a well-developed network of branch offices covering the entire territory of Russia. This is one of the important competitive advantages of our company over other companies working only in Moscow and Saint Petersburg. Branch offices and network of branded shops "Ruta. Everything for Jewellers" are situated in major cities of Russia: Moscow, Saint Petersburg, Kazan, Krasnoyarsk, etc. The network of affiliates and shops allows promoting foreign and Russian brands effectively over the entire territory of RF.

We can be proud it is our company to introduce the newest world technologies in jewellery production to numerous customers.



EXHIBITIONS

Our company regularly participates in all the main Russian jewellery exhibitions. We have accumulated a rich experience in exhibiting the offered products. Our booth attracts a great number of visitors; the majority of them become our constant clients.



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Ruta is the only company in Russia that issues and renews its product-catalogue annually. The catalogue of the offered products is for many customers a kind of a reference book of tools and equipment sold in Russia.

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We cooperate with well-known Russian jewellery magazines to inform broad audience about the offered services and new technologies of jewellery production.



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Our Internet-site contains complete information about products and services, technical and reference information for everyone involved in jewellery production and sale. There



is a complete product Internet-catalogue at customers' disposal. Visitors can order everything they need via the Internet-catalogue.

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Jewellery Art & Business

Specifics of Russian Market of Jewellery with Coloured Stones

Mikhail Chizhov,
head of the gemological department, JSV "Russkie Samotsvety"

Russian market of jewellery with coloured stones is characterized with some specific features.

1. According the Russian law, some coloured stones (ruby, sapphire, emerald and alexandrite) are classified to a separate group — precious stones with special demands on extraction, processing, usage, customs procedures and trade rules. In particular, their circulation among NATURAL persons is prohibited both in raw and faceted forms.

Demands of existing law are hindering the development of market relations in the work with precious stones, as well as in trade of jewellery articles with such stones.

Jewellery community has been promoted liberalization of laws on precious stones for many years, but results are still insignificant.

2. Proper base of raw coloured stones is rather limited that's why a significant part of faceted material comes through import.

After the breakdown of the USSR almost no deposits of coloured stones left in Russia except those of amber and some gemstones.

Existing formations are not large; they can't provide necessary volumes of stones for jewellery enterprises. In this situation, overwhelming majority of stones come through import, including ruby, sapphire, emerald, tourmaline, garnets, topaz, chrysolite, amethyst, pearl, opal and others. The scarcity of proper base puts frames on the volumes and assortment of used stones.

3. Import of stones is connected with rather complicated customs procedures and very high custom duties. Usually high custom duties are established to protect inner manufacturers but in the situation of absence of proper resources of ruby, sapphire and emerald it seems puzzling.

High custom duties restrain the growth of usage of these stones by jewellery enterprises and create the basement for the "black market". It is known that significant part of rubies, sapphires and emeralds comes to Russia round any custom barriers.

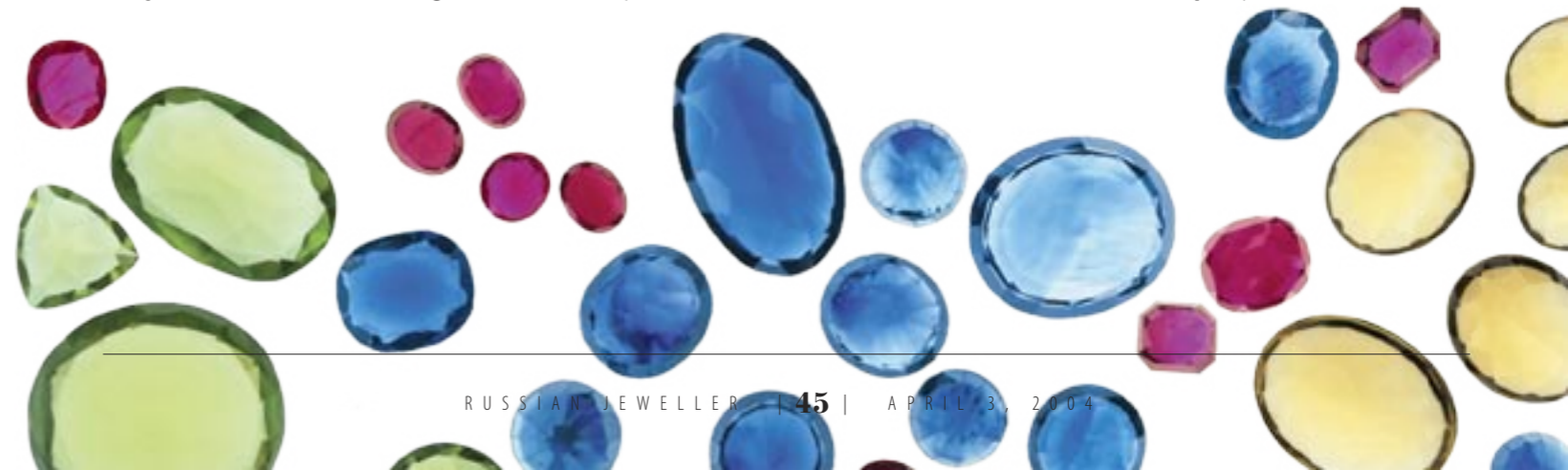
4. Assortment of coloured stones used in jewellery articles is not broad. It is connected

with a number of reasons: almost complete absence of coloured stones before "perestroika" because of the absence of import; domination of synthetic and cultivated stones in jewellery articles; absence of the culture of stones and propaganda of stones. Only recent years a certain interest to coloured stones and articles with them appeared in Russia. In the promotion of knowledge numerous exhibitions-fairs of stones and jewellery in different parts of the country are playing the main role. Beside blue topaz and amethyst, coloured tourmalines, coloured garnets and even tanzanite are in trade more and more often. In mass articles well-known stones are dominating, and in adornments of individual creation they begin to use noble opal from Australia and pink spinel from Vietnam and rosy rhodolites from Tanzania and emeralds from Zambia.

5. Broadening of the assortment of used coloured stones is limited significantly with low level of income of population; it leads to usage of small and low-qualified non-expensive stones. Articles with coloured stones the price of which is about hundreds of US dollars are almost out of demand.

6. There are no legislative documents on coloured stones, especially on the group of precious stones. There is no common approach to quality and colour indexes. The absence of criteria of separation on sort signs makes the work of jewellery manufacturers and salespersons difficult.

Tendencies of recent years show slow but constant growth of material level of life of the population and the growth of knowledge on stones, which is a safe prerequisite to significant developing of sales of articles with coloured stones, as well as to broadening of their assortment and quality indexes.



Gemological Equipment



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FREE OF PAYMENT: alloy for test casting.

Types of alloys MAGIC for gold

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414 Wpd + palladium (without nickel)	MAGIC white colour	for 14-car. gold (585 hallmark)
414 W+10% palladium	MAGIC white colour	for 14-car. gold (585 hallmark)
NIW 14 nickel	NICKEL white colour	for 14-car. gold (585 hallmark)
WG2014 without palladium	WHITE white colour	for 14-car. gold (585 hallmark)
418 R	MAGIC red colour	for 18-car. gold (750 hallmark)
418 W+15% palladium	MAGIC white colour	for 18-car. gold (750 hallmark)
NIW 18 nickel	NICKEL white colour	for 18-car. gold (750 hallmark)
WG2018 without palladium	WHITE white colour	for 18-car. gold (750 hallmark)

Types of alloy MAGIC for silver

4 AG	MAGIC white colour	for 925 standard silver
5 AG	MAGIC white colour, for casting with stones	for 925 standard silver
Melts with alloys for silver don't darken for 4 years		

Complete correspondence to the European quality standard EN 1811 Specific colours and tints — **ON DEMAND**
 The firm "KLAD" will answer any questions on alloys MAGIC
 tel. +7 812 112 46 30. Contact us

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CLAD — a Treasure from Petersburg for Jewellers of all the Russia

The firm "Clad" from St. Petersburg has been working at the Russian market of jewellery technologies for ten years by now.

It's happened so, that neither Soviet nor Russian industry couldn't take a niche at the market of jewellery instruments, equipment and materials. Meanwhile, modest attempts were made. Naturally, foreign manufacturers used the first chance to flow into the market and take all the vacant places. Our task was to help jewellery manufacturers to understand who is who.

The firm "Clad" opened such companies as **Bullheimer & Co** (Germany), **Daloz Industrie Lapidaire S.a.** (France), **Otec Praezisionsfinish** (Germany)

for the Russian market. Now we keep successful cooperation with Mr. Ernest Becker and his firm AGS ALPHA GUSS METALLE from Pforzheim. Working off the technologies of jewellery casting with MAGIC alloys produced by

AGS ALPHA GUSS is a perspective and rapidly developing trend in Russia.

Many people in Russia understand cheap doesn't mean good but there should be some limitations in the growth of prices. For us the balance between price and quality is not just a word.

Russian jewellery manufacturers know that modern jewellery industry — it is balanced technological process first of all, where there are no unimportant details and secondary segments. Economical expediency and finally the financial success of production depend on this balance.

We are ready to take part in modernization of existing enterprises as well as in creating of new high-technological ones.

Our main strategy is not only in finding a new firm, articles or technologies and selling them, but also in after-selling informational, consulting and practical support of sold goods.

Jewellery Technologies

International Jewellery Symposium in Saint Petersburg — a new stage, new ideas, new regime



On July 5–9, 2004, during five days, St. Petersburg will traditionally become a capital of the world jewellery technology hospitably opening doors of the hotel “Pulkovskaya” for participants of the III International Jewellery Symposium. Three years ago the Symposium was created as a technological forum which is held mainly for Russian jewellers — a place where foreign companies and research centres would inform visitors with the newest technological ideas in scientific and technological reports free of advertising. Experience of previous two years, comments and reviews in world mass-media, advises and

wishes of participants of the Symposium, foreign authors of reports and manufacturers of equipment as well as other interested persons and companies, led to serious transformations of the conception of this event and its status.

Just in 2002, at the I Symposium in St. Petersburg there were very serious Russian reports — not only foreign ones; and in 2003 common visitors from the CIS countries appeared at the forum. General amount of participants from the countries of the former USSR was about a third in 2003; the status of the event became close to that one of the most serious and famous forum in the world — the

Santa Fe Symposium (the USA), which has been being held for 16 years. Inspired with the success of the Symposium in St. Petersburg, several organizations, among which there were the World Gold Council, the Santa Fe Symposium, the Research institute of noble metals FEM, EMAGOLD and Legor, decided to create a similar event in Italy — Jewellery Technological Forum (JTF), which would take place for the first time on June 18–19, 2004. We have reasons to be proud: the International Jewellery Symposium in St. Petersburg is not the only one now but the oldest and the most respected in Europe. Organizers of JTF informed the organizational committee of the St. Petersburg IJS, that among the obligation demands to reports they had included a point on the rule not to perform the same report at any other public jewellery event or seminar. Exclusion is made for the SFS (Santa Fe Symposium) and IJS only. Some of our authors of reports of 2003 have received invitations to make their reports in other countries. So, a report by A.B. Kolomeisky and S.Yu. Kazantsev on physical-chemical aspects of tempering of casting flasks will be performed at the Santa Fe Symposium in May (www.santafesymposium.org) — with a reference to the place of the first publication, and a report by Irina Dalloz on casting with stones from the point of view of professional stone-cutter is included into a program of JTF (www.jtf.it). They quote us, our reports in some areas of jewellery technologies were evaluated as revolutionary ones; they refer to our reports; they arrange business and scientific meetings at our symposium; they write about us in foreign trade jewellery publications. In the list of the most important events of the jewellery world in 2004 prepared by the magazine “Jewelry News Asia” they name only two symposiums: SFS and IJS. Our Symposium became a really international event of high status, where foreign guests don’t feel themselves as occasional visitors and where participants don’t feel themselves as people of the second class. All of them are taking equal part in the work of the Symposium as authors of reports, visitors or creators of expositions of equipment, as well as sponsors; many of them are leading



discussions with authors of reports and making notes on the important information. Participants have possibility to make acquaintance with each other, to discuss technological problems and aspects of their business during breaks and in evenings (according their own desire), to take part in a cultural program. Two official languages of the Symposium are Russian and English; constant synchronic interpretation makes the work easier.

Experience of previous actions has shown a number of problems, which we tried to solve transforming the regime of the Symposium in 2004. Such problems are typical for all the similar events. Jewellery technology is a rather broad circle of questions and themes and each of them can be very important for specialists in specific areas but absolutely out of interest for all the others. For example, in 2003, when the quantity of participants of the Symposium was 147 persons, in the hall for 500 places there were not so many visitors. Particularly, during one of serious reports on laser welding of jewellery articles, for instance, there were 37 visitors; it confused both the author of the report and organizers. However, with the average cost of a laser station in 30–40 thousand dollars, it is clear that a real quantity of interested person (those who are going to buy a laser for welding or has such equipment at his production line) is corresponding to such level. There is a problem of choosing of themes interesting for the most part of partici-

pants, as well as a problem of organization of the event giving the possibility to lead parallel discussions on special themes, which are important for a limited circle of participants.

There are problems of another type. Strict demands on the absence of advertising in reports, prohibition on describing of specific brands of equipment in reports sometimes led to the situation, when companies seriously interested in the participation in the Symposium couldn’t prepare such reports and had to refuse from taking part in the event. It’s obvious, that a good engineer is not necessary good in making a report. It is easier for some people to perform ready-made equipment, especially in work, than to try to prepare some non-commercial presentation overcoming (or trying to go round) serious obstacles, which the organizational committee builds against hidden advertising. Attempts to correct reports in the process of the Symposium led to serious decreasing of the quality of some presentation.

There is one more problem, rather obvious. With the generally non-commercial character of the Symposium (by the way the idea was supported by foreign manufacturers and Russian distributors with enthusiasm), there is a large part of potential visitors, who could come to commercial presentations as well, especially if they are added with demonstration of working equipment. Such possibility could obviously attract practical workers,

technologists for the Symposium; they are ready not to analyze, say, a theory of crystallization of melts in details, but they would like to observe the work of a specific casting equipment producing jewellery forms using a new non-oxidizing alloy with high plasticity of metal. Naturally, in this situation when a possibility of presence of any commercial presentation in a day of non-commercial reports would be excluded; we should separate these spheres completely.

To determine themes which are of special importance for our visitors, we gave questionnaires to the participants of the Symposium 2003; answers were systematized and placed on the site of the symposium (www.j-symposium.ru).

Questioning on the themes of the Symposium will take place till the end of May 2004 — we are sure the opinion of our potential visitors will be the main criteria for choosing of reports. Potential authors of reports receive these often mentioned themes first of all. Besides, there are, obviously, several themes still merely discussed at the Symposium because of their narrow specialization, for example:

- Specifics of design, final polishing and general organization of production in manufacturing of palladium and platinum articles.
- Stages of chain-binding production (constant casting, rolling and wire-drawing, restoration annealing, chain-binding

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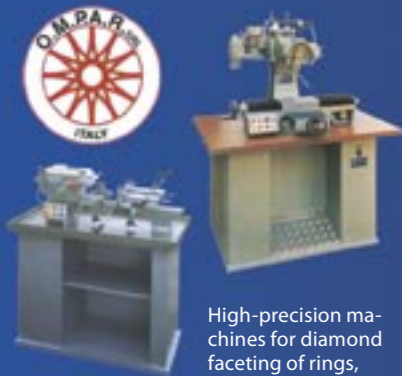


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equipment, setting of diamond site, welding of end elements and others).

- Enamels (work with hot and cold enamels, technique of painting on enamel, problems of stability of colours in hot enamel, guilloche and others).
- 3D modeling of jewellery articles (specifics of different program support, problems of depicting of 3D model in different file formats, systems of fast prototyping, following transformation of prototype to a ready article and others).

Possibly, this list should include some other themes.

To avoid such problems in future and to give a new impulse to the Symposium, we had to transform all the regime of the event.

So, the International Jewellery Symposium 2004 in St. Petersburg will take place during five days. The first, the third and the fifth days of the Symposium will be as always the days of non-commercial, practical and researching reports devoted to the main themes, which are of interest for all the participants. The second and the fourth days of the Symposium will differ radically from them because in these days, in the atrium of the hotel "Pulkovskaya" (360 sq.m of space) there will be an exhibition — demonstration of technological equipment. In these two days there will be specialized seminars (including commercial ones held by specific firms for advertising and performing of their products), as well as non-

commercial specialized reports and round table meetings for specialists interested in serious discussion on specific narrow themes.

Events attracting the major part of the auditorium will take place, perhaps, in a large conference-hall of the Symposium. For small, specialized seminars we rent halls of less size in the hotel "Pulkovskaya". We suppose the participants of the Symposium to check events of the second and the fourth days, which are of interest for them and which they would like to attend, in special questionnaires just in the first day of the Symposium. It will help organizers to provide proper spaces and to avoid as much as possible problems with those, who would like to attend different actions.

Now, beside a complete package of participation there will be another category of work for those participants, who will be able to pay less entrance fee for the opening ceremony of the Symposium, exhibitions with demonstrations of equipment, commercial seminars, the closing ceremony and a banquet.

Finally, for participants, who won't be able to attend all the five days of the Symposium on objective reasons, we will try to organize all the serious questions according the themes: for example, a Day of palladium, a Day of jewellery casting, a Day of 3D modeling and so on.

To summarize we should say some words on sponsorship. Obviously, the Symposium is a rather expensive action. It is necessary to keep constant work of the organizational

committee through all the year, as well as telephone communication, Internet service, hotel reservation — both in "Pulkovskaya" and in more cheap hotels not far from it. Renting of halls, transportation costs, business lunches and coffee-breaks, entertaining program and a banquet, — all of these form serious expenses which are not completely covered with entrance fee. By the way, registration fee at the Santa Fe Symposium in 2003 was US \$1 100; at JTF it is Euro 970. The level of expenditures in St.Petersburg is the same, but the entrance fee is almost three times less. We count on the financial support of serious holdings, banks and jewellery companies, which believe in Russian jewellery industry and see it not only as a centre of replication of alien models for minimal fee, but as one of the world trendsetter in jewellery fashion, design and jewellery technology and a generator of non-standard technical decisions.

Any kind of sponsorship is welcome — we would be grateful for everybody: whether they are ready to help with financing of one coffee-break or with a transfer of participants, or whether they are able to take a noble mission of the General sponsor. Sponsorship of the International Jewellery Symposium is an easy way to earn reputation not only in the Russian jewellery world but also in a world-scale. A chance is for everybody. We believe in those who will use it.



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