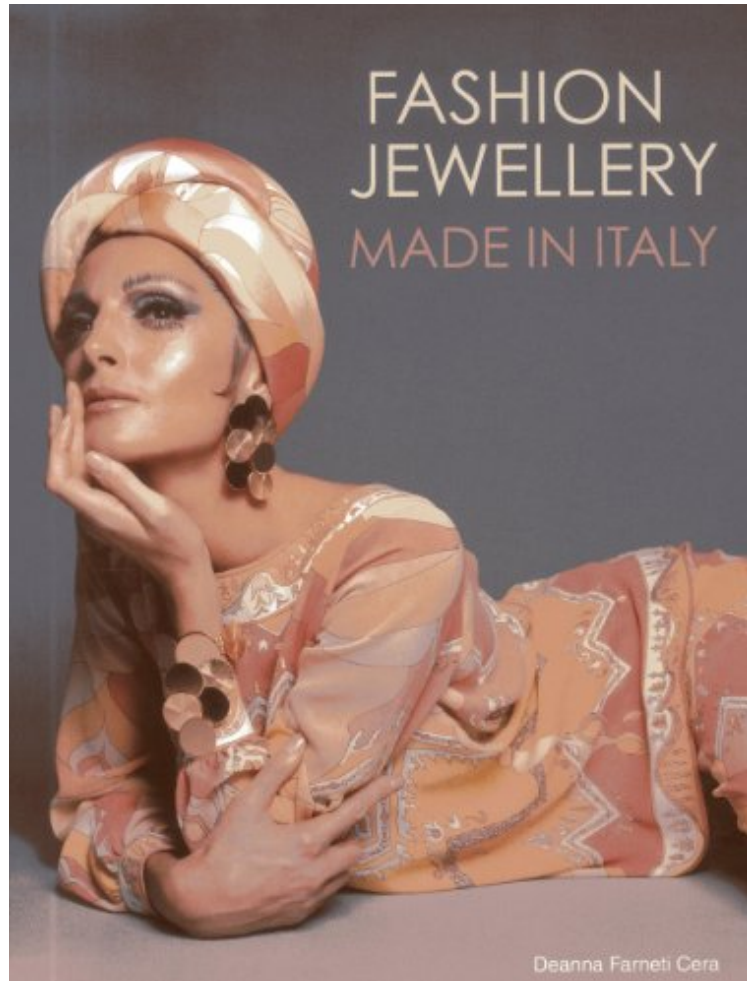


Fashion Jewellery: Made in Italy

Deanna Farneti Cera

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Deanna Farneti Cera : Fashion Jewellery: Made in Italy before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion Jewellery: Made in Italy:

0 of 0 people found the following review helpful. Five StarsBy GrettaBeautiful3 of 3 people found the following review helpful. Wonderful eye candy. Robust history. Fashion flashes.By katydiditA delicious Italian feast of superb jewelry and retro high style in a savory broth of history. Deanna Farneti Cera has done it again, serving up little-known fashion jewelry and iconic fashion photography that shows just how the jewelry was designed to be worn. Her subject this time is Italy itself, and jewelry of the past 100 years or so. She reaches out to the great Italian fashion photographers, the jewelers and their families and the history of her nation to bring us a unique perspective on her nation's adornment. Decade by decade we linger over the influential jewelers, see how fashion editors and photographers envisioned their work, and build a knowledge of each person's style. We see the impact of World War

It and then the rise of Italy as a great international beacon of style and wellspring of creativity. Farneti Cera even shares a glimpse of new designers she thinks we will all want to know about. As a past WWD fashion editor, I lusted after the fashion shots and the jewels created for Italy's great fashion houses such as Armani. I didn't know that Gianfranco Ferré actually made jewelry even before he turned to fashion and became one of the world's top couturiers. My favorite piece in this book is a self-portrait brooch Ferré made while still in architecture school. To die for! In Farneti Cera's hands, gorgeous jewelry is not just eye candy, though it certainly is that. Like a great jeweler, she creates settings that enhance the gems so they speak to us across the decades. 2 of 2 people found the following review helpful. A brilliant book by the world's foremost authority in costume jewelry. By debMs. Farneti-Cera's diligent research comes through yet again! From the illustrations to the script, this is a book that anyone with interest in authentic fashion, couture, jewelry, the legendary Italian designers should own. It is breathtaking, luxurious and a well documented archive of beauty! Lest we forget, this is a refreshing reminder of real innovation creativity.

In Italy there has always been a tradition of making jewelry from semi-precious metal, as copies or prototypes of fine jewelry. *Fashion Jewellery: Made in Italy* moves chronologically through the last 100 years, with pieces from the beginning of the 20th century, through to the years spent under fascist rule, when jewelry had to be strictly made with local material such as wood, cork, straw, Venetian glass and coral. The 50s and 60s allowed for the very first big names in fashion jewelry to arise: Giuliano Fratti, Emma Caimi Pellini, Sharra Pagano, Ugo Correani, Coppola e Toppo, Luciana de Reutern, Canesi, Ornella... The book reserves a special place for an important phenomenon that took place in Milan at the end of the 1970s - "Made in Italy" - when Italian fashion entered (and dominated) the international scene, and Italian designers such as Armani, Versace, Ferré, and later on, Moschino and Prada found incredible success all over the world. Throughout the 80s and 90s, and well into the year 2000 further names in fashion jewelry were pushed to the fore: Carlo Zini, Angela Caputi, Maria Calderara, Giorgio Vigna, Fabio Cammarata, Emilio Cressoni, Robert Tomas, Irene Moret, Silvia Beccaria, among others. The final section of the book is devoted to new talents, selecting ten designers whose jewels are particularly interesting and innovative. Famous houses that the jewelry was made for include: Bijoux Bozart, Biki, Carlo Zini, Chanel, Chloé, Coppola e Toppo, Edoardo Saronni, Emilio Pucci, Etro, Fiorucci, Flos Ad Florem, Gianfranco Ferré, Giorgio Armani, Giuliano Fratti, Irene Galitzine, Karl Lagerfeld, Luciana De Reutern, Marni, Missoni, Misterfox, Moschino, Prada, Roberto Capucci, Schiaparelli, Sharra Pagano, Ugo Correani, Unger, Valentino, Versace.

About the Author Deanna Farneti Cera worked for several years as Assistant Director and Curator at Bologna's Municipal Museum of Modern Art. In 1987 she organized the exhibition 'Gioie di Hollywood' in Venice and was curator of the international exhibition 'Jewels of Fantasy' which opened in Milan, and went on to tour several European and American museums. She is the author of many books on jewelry and costume jewelry. Among them is her latest publication: 'Fashion Jewels: Coppola e Toppo' ISBN: 9781851496112, also published by the ACC Publishing Group.