

G E M S & T R E N D S B Y

MICHELLE WILLAME

P R I V A T E J E W E L L E R

Winter

curated Jewels of the Season

2025



As winter unfolds, Gems & Trends celebrates beauty, generosity, and the art of adornment. This issue brings a curated look at the season’s jewellery trends—rich colours, timeless elegance, and stories that inspire. Discover reflections from my time in Bangkok, explore the allure of coloured gemstones, and don’t miss our special Black Friday sample sale—the perfect opportunity to gift something extraordinary, or indulge yourself.



A LETTER FROM MICHELLE

As the calendar turns and the season asserts itself, Winter 2025 arrives as a time of elegance in motion – a moment to celebrate beauty, generosity, and the joy of giving.

This issue of Gems & Trends is both an invitation and a delight: a curated guide to adornment that speaks to the season's spirit, and, for this occasion, a special Black Friday sample sale, perfect for Christmas gifts for your loved ones—or a well-deserved treat for yourself.



Within these pages, you will find my ever-present insights into the trends shaping jewellery today, alongside the stories and inspirations that inform my creations. This time, I share my reflections on life in Bangkok, a city of contrasts, color, and energy that has left an indelible mark on my eye for form and detail. I also explore the world of coloured stones, investments in rare treasures that hold both beauty and enduring value.

Thank you for joining me in this journey. May this issue inspire your own sense of discovery, spark the joy of gifting, and celebrate the magic that lies in every gem.

With love and vision,

Michelle

JOY OF GIVING OR TREATING YOURSELF

This season, there is a special kind of joy in giving – whether it's selecting a gift for someone you love or indulging yourself in a moment of self-celebration. I'm delighted to use this occasion to offer a sample sale, a rare opportunity to experience my creations in person.

While every piece I make is bespoke, tailored to each client's desires, I believe it's essential to have samples on hand. Jewellery must be tried, felt on the skin, and experienced up close to truly fall in love. Through these samples, you can appreciate the sizing, color, and craftsmanship in a way that photos alone cannot convey. Every sample is crafted to the same exacting standards as my finished pieces, using 14k gold and lab-grown diamonds, so you can experience the beauty and quality firsthand.

Whether as a thoughtful gift or a personal treat, these pieces offer a tangible way to connect with the magic of jewellery – to see, touch, and embrace it, just as it was meant to be worn.



WAVE RING

The Wave Ring – a duet of diamonds, designed to be worn together or apart. A 0.50-carat pear-cut and a 0.50-carat oval-cut diamond float in yellow gold, like sunlight dancing on gentle waves. Fluid, intimate, and endlessly graceful, this ring is a love letter to movement, to choice, and to the moments that shimmer between.

CHF 3'000.-



HUG RING



The Hug Ring – a single ring that tells a story of closeness, warmth, and human connection. Brought to life by a 0.50-carat pear-cut and a 0.50-carat oval-cut diamond set in luminous yellow gold.

Every curve, every contour, captures the gentle intimacy of a hug – the comfort, the protection, the unspoken bond that wraps around the heart. Wearing it is like carrying that embrace with you, a subtle reminder that love and connection can be both enduring and beautifully tangible.

CHF 3'000.-

SCULPTUR EARRINGS

The Sculpture Earrings – bold, daring, and utterly unforgettable. Crafted in yellow gold, each earring features two 0.50-carat oval-cut and two 0.50-carat pear-cut diamonds, arranged in an extravagant sculptural design that catches the eye. Perfect to dress up a special evening or elevate everyday style, they combine statement-making art with effortless wearability. The click-to-close clasp ensures elegance is simple and secure, making these earrings as easy to wear as they are impossible to forget.

CHF 6'000.-



CHUNKY RING



A bold statement piece that reimagines the classic signet ring with modern elegance. Crafted in yellow gold, it features two 0.50-carat diamonds – one pear-cut, one oval-cut – that bring light and movement to its substantial form. Confident, contemporary, and unmistakably luxurious, this ring is designed to make an impression while remaining a timeless expression of strength and style.

CHF 5'000.-

P I N K R I N G

The Pink Diamond Ring – a true showstopper, effortlessly elegant and radiating extreme luxury. At its heart sits a 2-carat fancy pink diamond, flanked by two oval-cut side stones in warm rose gold, creating a harmony of color, light, and movement.

Bold yet graceful, this ring captures attention without saying a word – a celebration of rare beauty, timeless sophistication, and the kind of jewellery that transforms every moment into something unforgettable.

CHF 6'500.-



P I N K E A R R I N G S



A statement of extreme luxury and effortless elegance. Each earring features a 2-carat fancy pink pear-cut diamond, complemented by a 0.50-carat oval-cut colorless diamond, creating a stunning contrast of color and brilliance.

Crafted to captivate, these earrings are showstoppers – bold, graceful, and unforgettable, perfect for those moments when only the extraordinary will do.

CHF 8'000.-

DIAMOND STUDS

Every woman needs a pair like these in her life. Each features a 1-carat round brilliant-cut diamond set in yellow gold, perfectly balanced for sparkle and elegance.

Effortlessly chic and timeless, they elevate everyday moments with understated luxury – jewellery you'll reach for again and again, naturally radiant and endlessly versatile.

CHF 2'000.-



SILK BRACELET



The Silk Bracelet – a delicate balance of elegance and ease. Featuring a 0.50-carat oval and pear-cut diamond set in yellow gold, it's a piece designed to move with you, whether worn alone or stacked with your favourite jewellery.

Effortlessly chic, versatile, and luminous, it makes the perfect gift for every woman – a daily reminder of beauty, grace, and understated luxury.

CHF 800.-

TRENDS

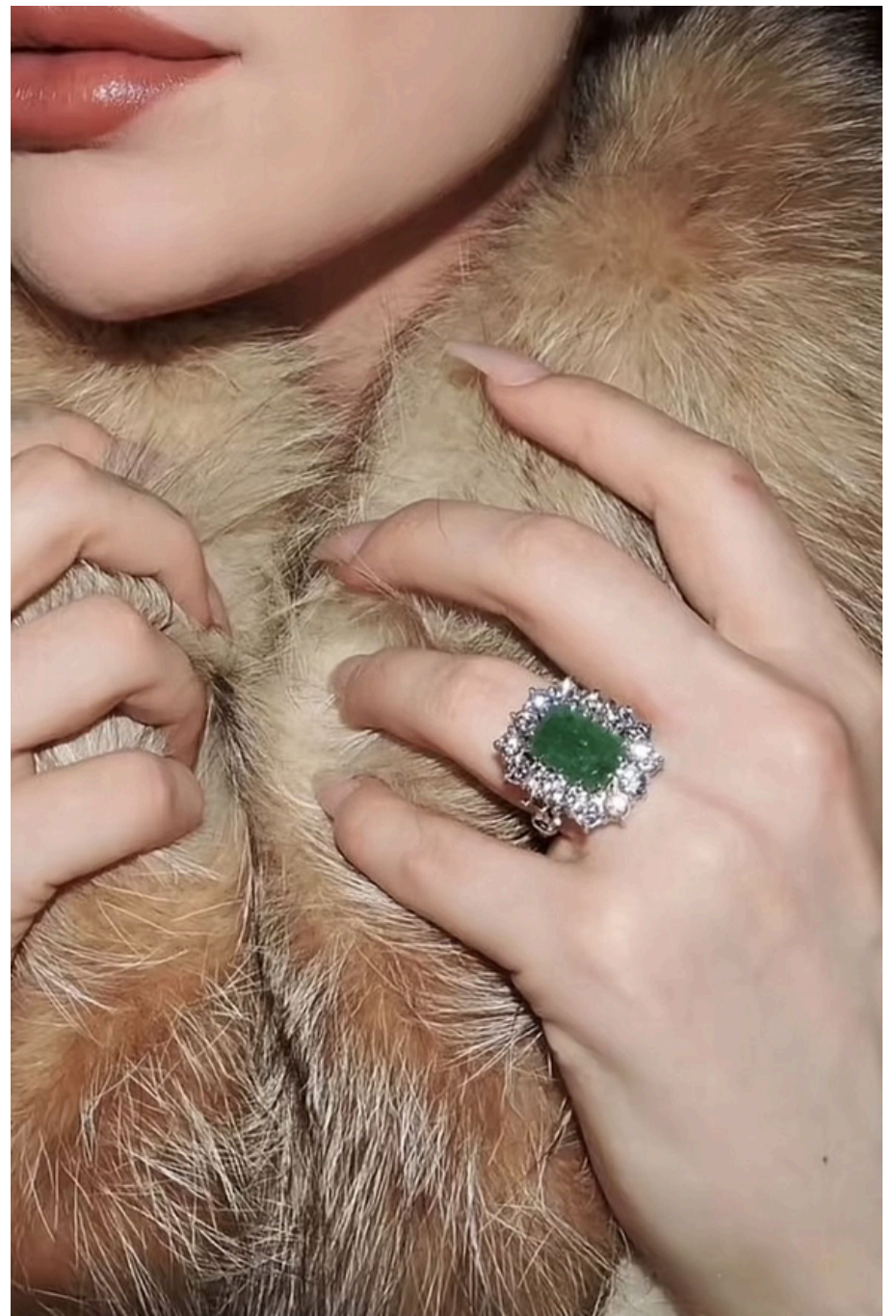
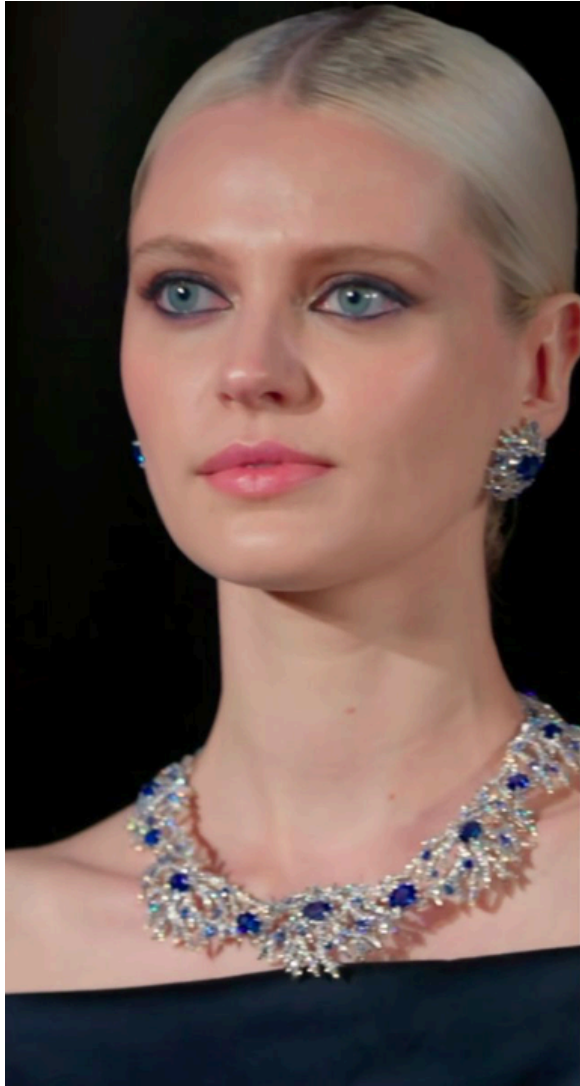


Winter Jewels: Timeless Glamour and Festive Radiance

This season is all about rich gemstones and colour drama—think vivid sapphires, emeralds, and rubies that light up winter nights. Alongside the opulence, “hot-girl essentials” reign supreme: diamond studs, sleek tennis bracelets, and minimalist necklaces that layer effortlessly from day to soirée.

Diamond pendants return as timeless statements, while cabochon jewellery—with its smooth, glowing stones—adds a touch of vintage glamour. The mood? Luxe yet effortless. Mix bold colour with classic sparkle and let your jewels do the celebrating.

RICH GEMSTONES & COLOUR DRAMA



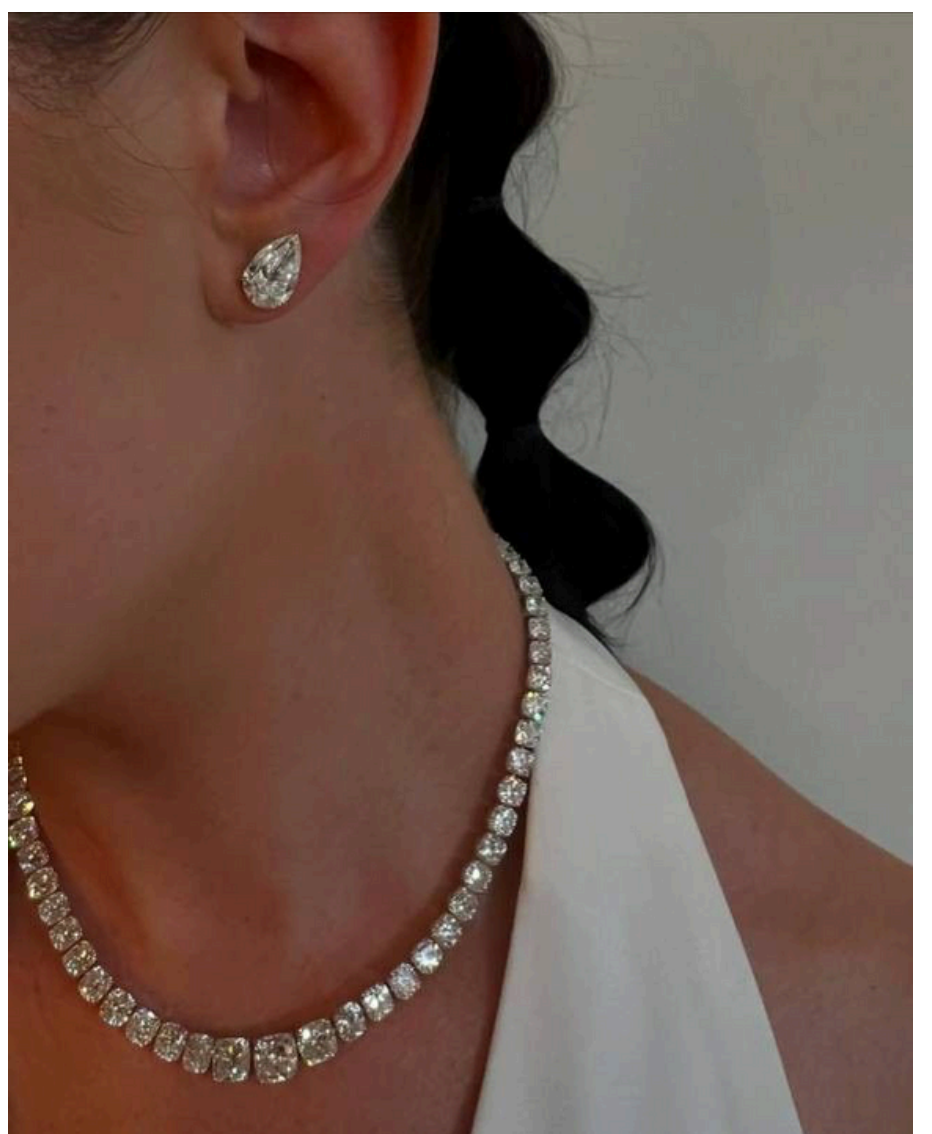
This winter, jewellery embraces sumptuous colour. Think deep emeralds, rich rubies, vivid sapphires, and rare fancy-coloured diamonds – stones that bring luxury and vibrancy to the darker, moodier palettes of the season. Winter fabrics like velvet, wool, and silk create the perfect backdrop for these jewel-toned narratives, allowing each gem to shine with maximum impact.

For the holidays, there's no subtler luxury: these bold colours invite opulence and celebration, transforming any ensemble into a statement of glamour. The easiest way to wear the trend? Choose one show-stopping gemstone – a ring, pendant, or earrings – and let it speak for itself, while pairing it with simpler metals or diamonds to maintain elegance and balance.

HOT GIRLS ESSENTIALS

This season, jewellery is also all about the classics – the pieces that never go out of style and make the perfect gift for yourself or someone you love. I like to call them the “hot girl’s essentials”: tennis bracelets, tennis necklaces, diamond studs, and timeless pendants, crafted in every shape of diamond.

These are the pieces you dress up or down, the ones you wear effortlessly from day to night, and the ones you keep forever. Elegant, versatile, and undeniably chic, they are the foundation of a jewellery collection that celebrates confidence, sophistication, and enduring style – the ultimate luxury that feels both personal and indispensable.



C A B O C H O N J E W E L L E R Y



This holiday season, cabochon-cut gemstones are taking centre stage, their smooth, polished surfaces radiating a soft, luminous glow that feels both timeless and festive. Unlike traditional faceted stones, cabochons invite a more tactile, intimate appreciation, capturing light in a gentle, ethereal way that evokes candlelit evenings, velvet textures, and the quiet magic of winter nights.

Perfect for Christmas gifting or a personal indulgence, these pieces combine rich colour, luxurious materials, and a sense of old-world romance. Whether stacked, layered, or worn solo, cabochon jewellery adds a touch of warmth and sophistication to the season – a reminder that elegance can be understated, yet utterly unforgettable.

INSPIRATION

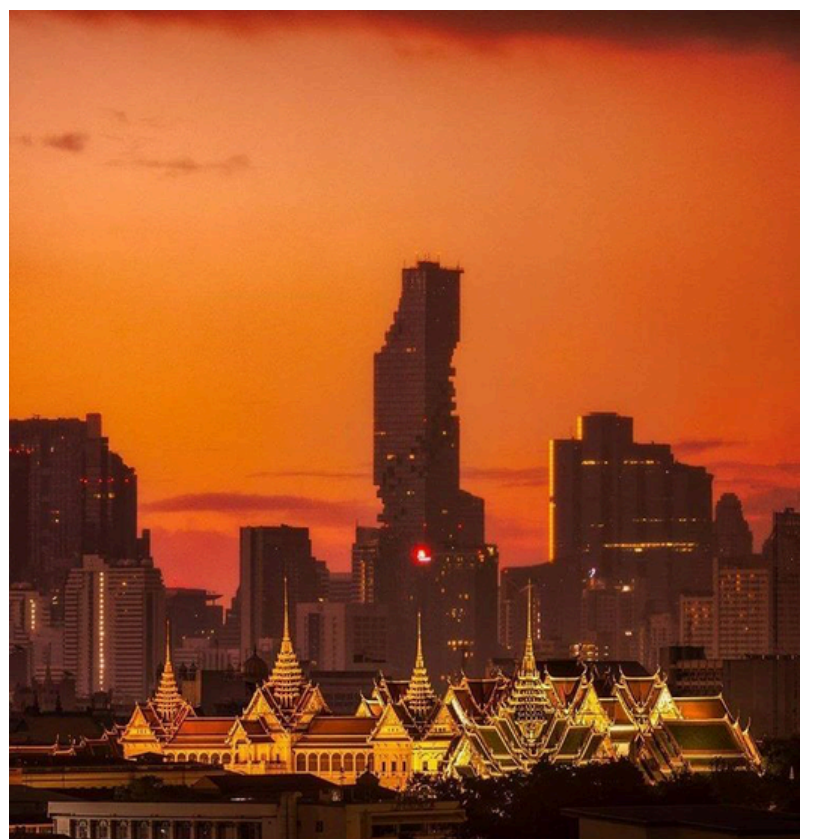
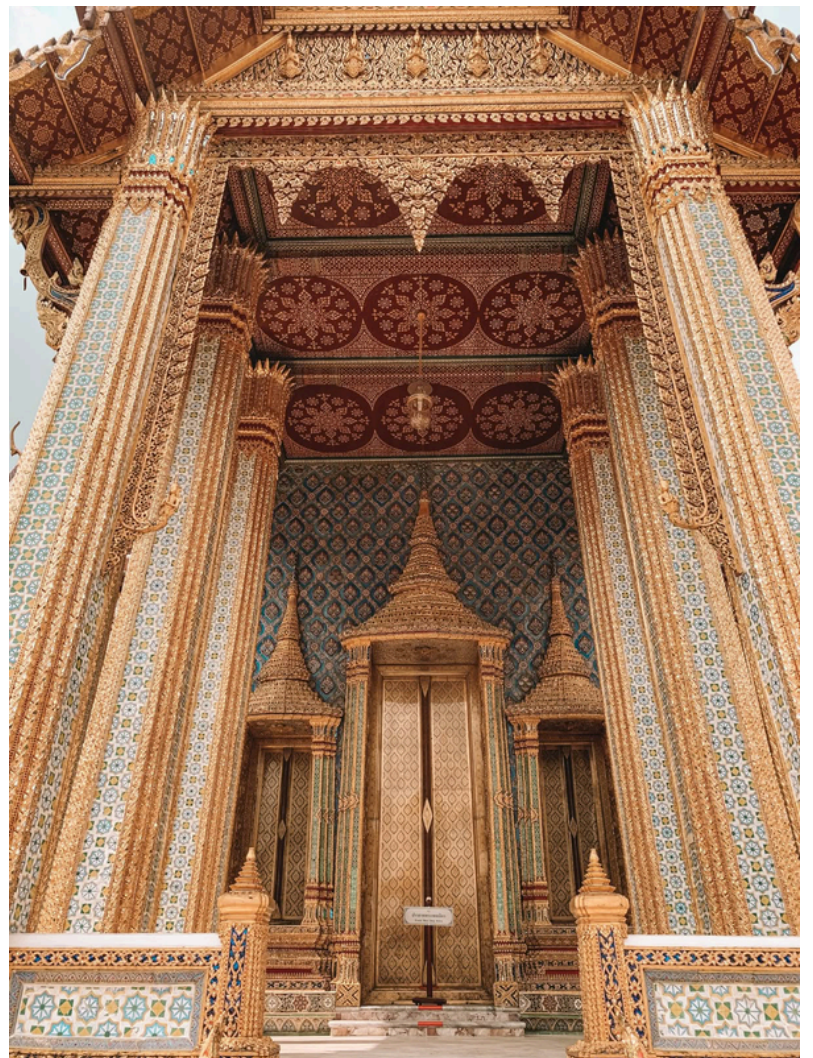


Bangkok Reverie: A Two-Month Muse in Gold and Gems

There's a certain rhythm to Bangkok that seeps into your soul the moment you step off the plane: the hum of tuk-tuks weaving through neon-lit streets, the scent of lemongrass and incense entwining with the heat, and the kaleidoscope of colors cascading from markets to temples. For two months, I immersed myself in this vibrant chaos, and it became the ultimate atelier for my imagination—shaping a jewelry collection that feels both opulent and intimate, chaotic yet precise.

The Grand Palace, in particular, was transformative. Stepping through its gilded gates is like walking into a dream woven from gold leaf and gemstones. Every spire, every mosaic, every carved detail seemed to whisper the stories of centuries past. Translating the palace's intricate filigree and shimmering blues and greens into delicate necklaces, bracelets, and rings. It wasn't just architecture; it was jewellery in its purest form—a fusion of heritage, ritual, and artistry.

Designing jewelry from this experience is more than an exercise in aesthetics; it is a love letter to Bangkok, a city that teaches you to see the extraordinary in the everyday, and the artistry in every corner.



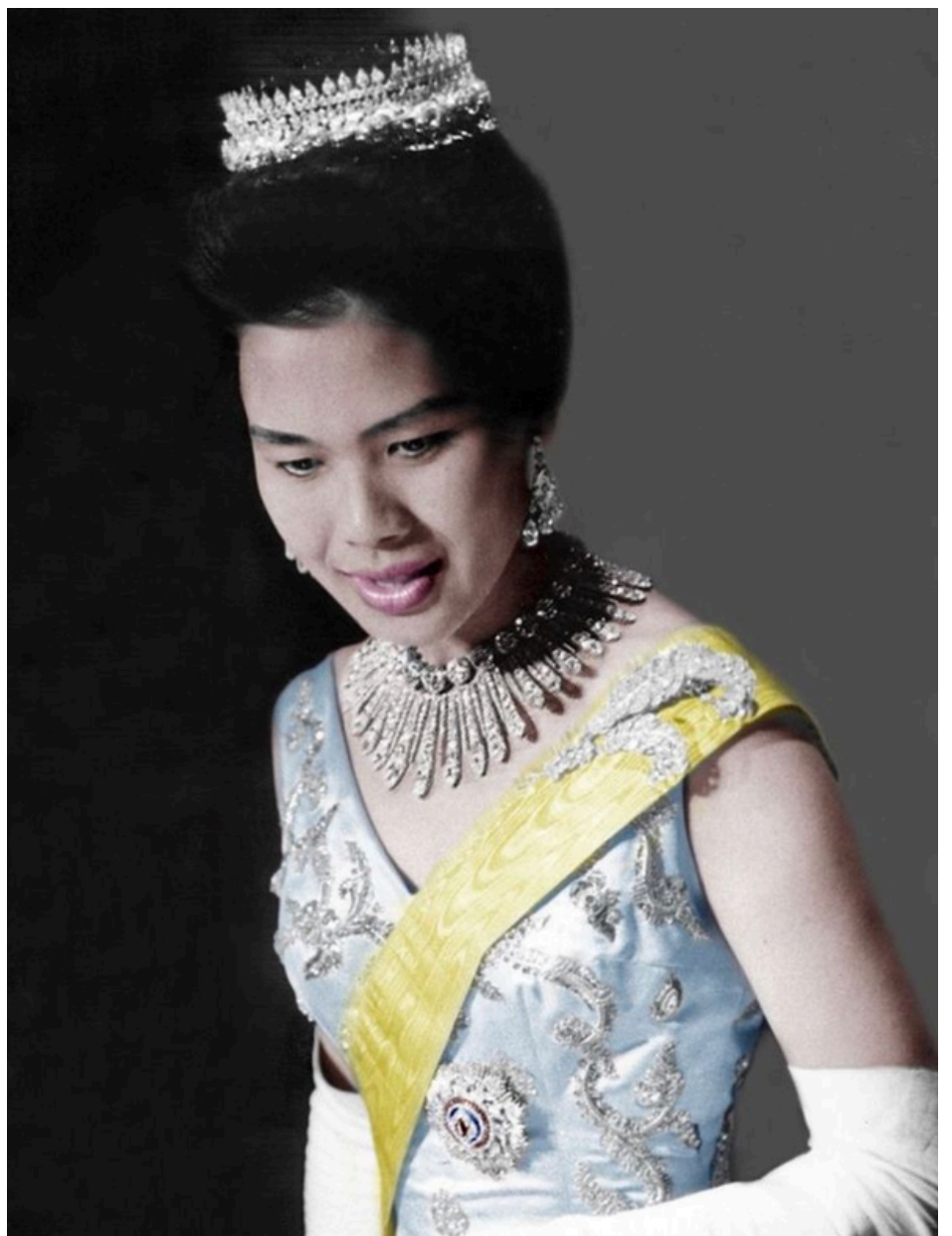
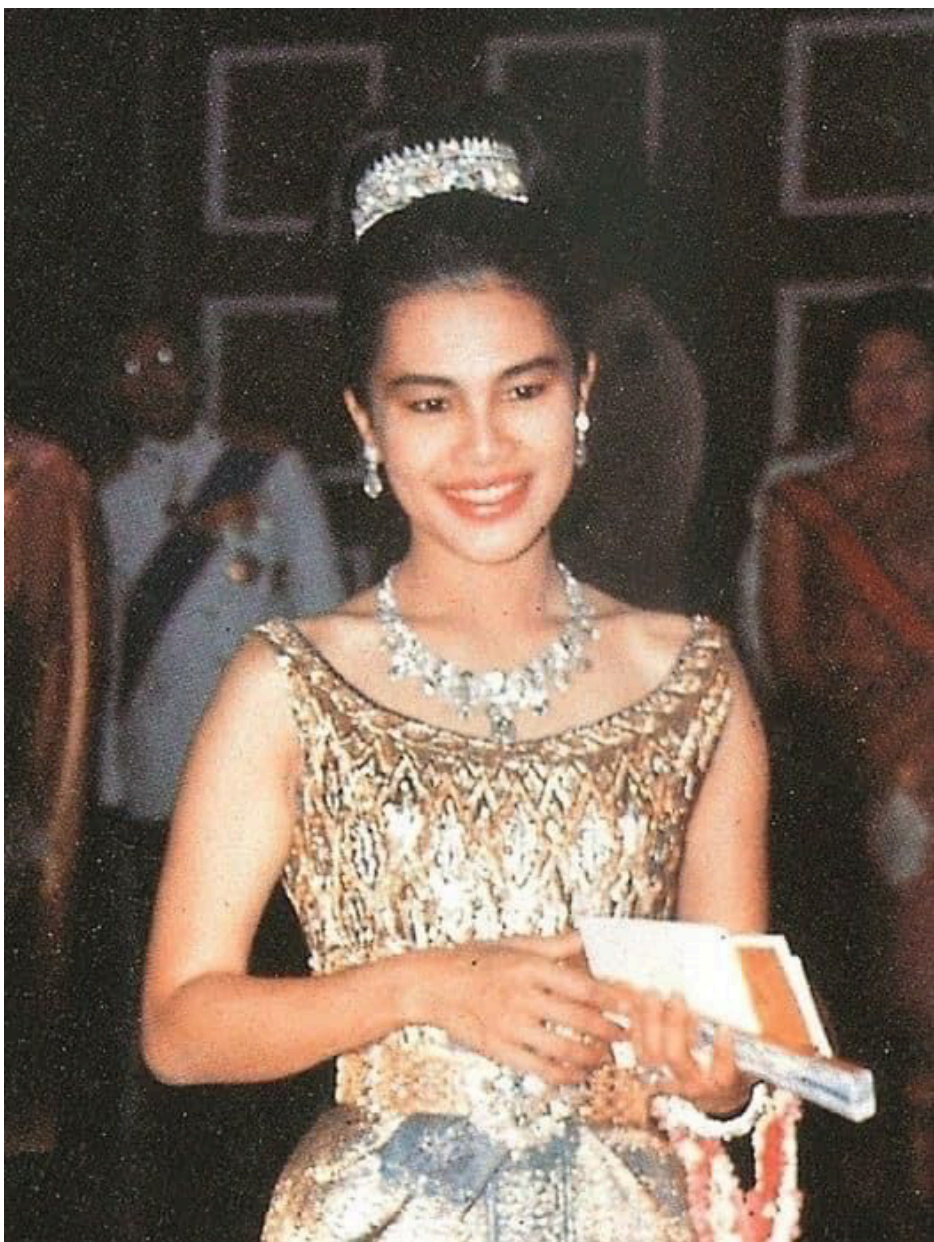
HISTORY

Crown of Grace: Remembering Queen Sirikit's Dazzling Legacy

During my two months in Bangkok, the city shimmered with a quiet reverence. Queen Sirikit—the beloved Queen Mother of Thailand—had passed away, and her influence was felt in every golden temple and silk-draped boutique. Her image, eternally poised in pearls and sapphire, still watches over the kingdom she helped define through beauty, culture, and grace.

Often called Asia's Jackie Kennedy, Queen Sirikit transformed fashion into diplomacy. But it was her jewelry that truly spoke her language—an opulent blend of royal tradition and modern glamour. Her signature look paired lustrous Thai pearls with vivid sapphires, rubies, and diamonds, each piece echoing the colors of her nation. Whether draped in Balmain couture or traditional Thai silk, her jewels weren't mere adornment; they were expressions of identity, elegance, and cultural pride.

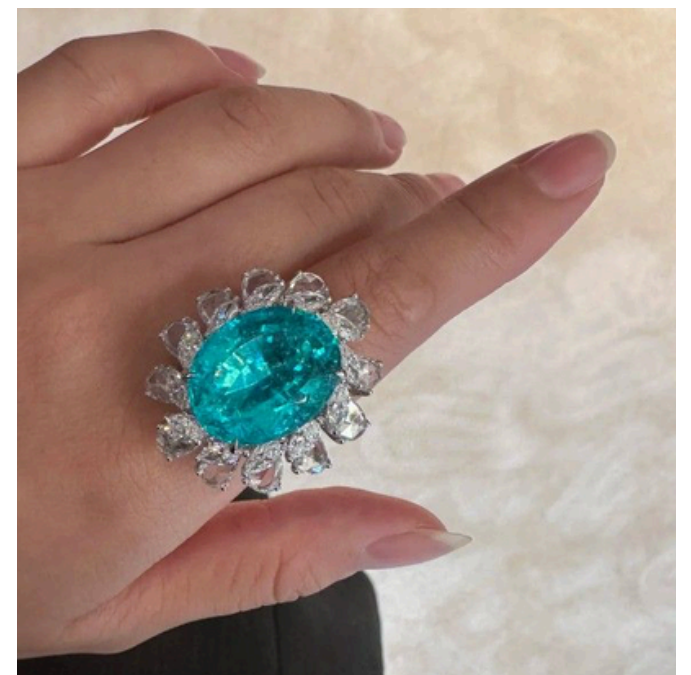
She championed Thai craftsmanship, nurturing the SUPPORT Foundation to preserve artisanal skills in weaving, goldwork, and gem-setting. Her collection reflected this devotion—intricate gold filigree necklaces, floral brooches inspired by lotus motifs, and cascading diamond earrings crafted by local masters.



INVESTMENTS

Electric Dreams: The Case for Investing in Paraiba Tourmaline

In the world of fine gemstones, few names elicit the same awe as Paraiba tourmaline. Its **neon glow**—an impossible fusion of turquoise, aqua, and electric blue—seems to radiate light from within. First discovered in the late 1980s in Brazil's Paraíba state, this rare gem has since become one of the **most coveted and valuable stones on earth**, with top-quality pieces commanding prices rivaling fine sapphires and even certain diamonds. What sets Paraiba apart is chemistry as much as mystique. Copper and manganese trace elements give it its signature luminescence—a phenomenon so vivid it's described as "**lit from within.**" Deposits in **Brazil** are nearly exhausted, and while newer finds in Mozambique and Nigeria have extended supply, the original Brazilian stones remain the most prized. Their scarcity drives consistent appreciation in value, making Paraiba tourmaline a darling of high-jewelry houses and collectors alike.



If you'd bought a fine Brazilian-origin Paraiba around 2010-11, you were paying perhaps US\$10,000-20,000 per carat for top-quality material. Today, equivalent stones can fetch US\$50,000-100,000+ per carat, especially for large sizes and vivid colour from the original Brazilian source.

In other words: over a 10-year horizon you could expect roughly a compound **annual growth rate (CAGR) of 15-30%** (depending on size, quality, origin) for best-in-class stones. One guide estimates average annual growth of ~12% (2012-2014), ~15% (2016-17) and even a 118% jump in 2022 for top material.

For investors, the **key is provenance and saturation**. Look for certified origin (Brazilian if possible), vivid electric color, and clean clarity. Even smaller stones can hold significant value if the color intensity is exceptional.

Owning a Paraiba tourmaline isn't just an investment—it's participation in a modern legend. In a market where rarity meets radiance, these gems embody the future of collectible luxury: tangible, mesmerizing, and eternally aglow.

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