

## Editor's Notebook



## Welcome!

The Thai New Year has just passed and we hope that if you were in Thailand you had a happy, wet Songkran. The 51st Bangkok Gems & Jewelry Fair suggested an improvement in the market, and bodes well for the new year.

In our 3rd issue of JWR e-mag, the long-standing Thai company, Meng Heng Pearls gives us a pearl primer, revealing the subtle nuances of various pearls you're likely to come across. We also revisit the friendly folks at Patchara Gallery, and present you with more new jewellery collections from around the world.

ARIDO is a name you could be hearing more of. The Jewellery company has started to expand in Asia, and is working on new pieces for the upcoming Cannes Film Festival. Designer Arid Chappell explains a bit more about the company and some of his inspirations and designs.

We've lined up some superb options for those visiting or already living in Thailand and seeking something special. For accommodation or an exquisite meal, JWR e-mag examines a regal boutique villa set alongside Bangkok's Chao Phraya River, as well as the finely detailed opulence of one of Bangkok's finest modern hotels. Further south, we practise our chipping and putting in the popular holiday destination of Hua Hin.

Slide to view more





# Designer Arid Chappell

*from ARIDO*



ARIDO is a company on the rise, designing custom made pieces to an ever-expanding and eager clientele. The dynamic brand was formed by two long-time friends, Arid Chappell and Jesse Raphael. JWR recently spoke with designer Arid to gain a little further insight.

### How did you first get started designing jewellery, and what drew you into it?

I am a successful fashion designer and celebrity stylist, so it seems to be a perfect match to do something that is the ultimate in luxury.

Jesse Raphael, who is a colour stone expert, inspired me to design jewellery, so we joined forces to create the exclusive jewellery brand ARIDO.

**Please describe a typical working day for you.**  
My typical day starts with a nice cup of coffee, followed by a team meeting to go over all custom orders for our private clients. Then I go over all the new stones while listening to classical music, and design new works based on the season and colours.

### What inspires your jewellery?

The jewellery is inspired by travel, art, and nature. Music is also a great factor as well as film.

### What are you working on now?

Our global expansion in Asia. Hong Kong, Tokyo, Seoul, Korea, China.

Most recently ARIDO has been chosen to present at the Cannes film festival. Our team is designing a 52-piece collection to be featured in the festival.

### What materials do you primarily work with and why?

I choose to work with 18K gold and platinum and with unique colour stones. Sapphire, rubies, emerald, jade, and any unique shaped stones.



Designer Arid Chappell flanked by two models wearing ARIDO jewellery.  
Photo by Yiheng Su



## Romancing the Stone

After 12 years of friendship, **Arid Chappell** and **Jesse Raphael** joined forces to create a jewelry line so exclusive, you have to ask for it by name.

When Maui fashion guru Arid decided to team up with East Coast-based jewelry wholesaler Raphael, there were just two rules they had to follow—meet nice people and have a good life. Both of which come pretty easily when your sole mission is to search the world for precious stones; rubies from Thailand, diamonds from Africa and emeralds from Colombia. With more than

10 years of rubbing shoulders with celebs working at the right hand of Hawai'i fashion fave **Maggie Coulombe**, Arid has extensive experience when it comes to knowing what it takes to get on the A-list. "We cater to private clientele only, and we are found by word of mouth."

Much like Tyra, Cher and Madonna, Arid decided to drop his surname, calling the line simply, Arido. The collection launched in New York in January, Los Angeles in February and Vancouver in April. —*Lehua Kai*

**POP ROCKS!** From left: Jewelry designer Arid Chappell; pieces from Arid's new jewelry venture



### FITNESS FAD

#### Good Vibrations

"It's huge in Europe," they said about **Power Plate** (powerplate.com), the exercise machine that shakes your entire body to tone muscles and increase bone density in less time than normal exercise. Tempted by the who's who list of sexy celebs that have used it, I agreed to try it for myself. Celebrity fitness trainer **Adam**

**Ernster** put me on the Plate for three bone-rattling sessions.

**DAY ONE** Static squats, crunches, push-ups and curl positions shake me up while Ernster toys with Power Plate's levels of intensity. On the way out, I spotted a photo of his client, Pussycat Doll and local girl **Nicole Scherzinger**. If I can have abs like hers, I'm totally sold.

**DAY TWO** My muscles are a little fatigued, but not at all sore. Ernster doesn't hold back. I leave feeling reinvigorated.  
**DAY THREE** My body can feel it now, but I'm craving the same energy high as the time before.  
**Bottom Line:** The my7 by Power Plate was just released in May and is available for the home. More results in less time? Count me in. —*Emmy Kasten*

## PRINTS CHARMING

No longer your father's aloha shirt brand, **Reyn Spooner** has dramatically reinvented itself with its Modern Collection, designed for younger men. Hip 20-somethings now model the latest lines, which feature bold, contemporary prints. Cuts are more fitted to show off leaner physiques, too. In step with this new attitude, the more than five-decade-old company has launched newly styled stores at the Sheraton Waikiki, Kahala Mall and Ala Moana Center. But tell dad he doesn't need to worry: The brand hasn't stopped making the classics. [reynspooner.com](http://reynspooner.com)



## ROCK SOLID

Those with a heart of stone will adore the gorgeous bling from **ARIDO** jewelry's latest collection. And there's no better way to experience it than in a one-on-one appointment with jeweler Thomas Chappell on Maui. [aridjewelry.com](http://aridjewelry.com)



## NOW SEE THIS!

Thanks to **Seaside Beach at Hualalai Resort**, pop-ups have become part of the Hawai'i Island shop scene. With appropriate flash, this top shop has showed off the likes of Angeleno designer Britney Correy's the lady & the sailor, and Eli Myers' hip Sol Angeles. 100 *Kā'ūpūlehu Drive, Kailua-Kona, Hawai'i Island, 325.8549*

## MAN OF MYSTERY

While stylist **Geremy Campos** describes his vibe as edgy and moody, there's clear sophistication at work. For someone who started out by dressing his friends at 'Aiea High, the 23-year-old talent is making a name for himself, from styling pop-ups to bringing back menswear to Collins & 8th. "There's a definite shift in the gears of Honolulu fashion," says Campos. "[What] I want to do is tell unique stories through fashion that create intrigue."



## URBANE MALE

Top-notch furnishings for men have often been scant downtown. But that's no longer the case, thanks to Honolulu shoe impresario Tom Park, who opened an outpost of **Leather Soul** in the historic Stangenwald Building. Besides shoes, gents can also stock up on shirts, ties and more. 119 *Merchant St., Suite 100, Downtown Honolulu, 523.7700, [leathersoul.com](http://leathersoul.com)*



## SUIT UP!

Celebs are buzzing about Maui swimsuit designer and model **Tori Praver**, and for good reason. Hollywood heavy hitters like Jessica Alba, Megan Fox and Vanessa Hudgens have been showing off their beach-ready bods in her designs. Praver—who, yes, just happens to model her luxe line of bikinis and monokinis—introduced

new silhouettes for this year's resort collection, including vintage, high-waisted bikini bottoms, paired with underwired bandeau tops in various fabrics and prints. In a sweet twist, she also collaborated with her fiancé, surf pro Danny Fuller, whose photographs have been silk-screened on two of her suits. [toripraverwimwear.com](http://toripraverwimwear.com)

## SHINY CONVERTIBLE

*Brilliantly versatile: This richly blue-hued Tiffany necklace can be worn three ways.*

Photography by Tom Schierlitz Styling by Olivia Sammons



## DOUBLY DRAMATIC

*Worn as a ring or a brooch, this Adams & Arido piece in 18-carat yellow gold with amethyst and coloured diamonds adds high drama with its bold stone and serpentine style.*

[www.aridojewelry.com](http://www.aridojewelry.com)

The point of owning fine jewellery is to enjoy *wearing* it. So why not maximize your opportunities to do just that? A number of cleverly convertible pieces are popping up to expand your style options—for example, the tanzanite bead necklace/bracelet from the **Tiffany & Co.** Blue Book Collection. The piece features three strands of tanzanite that form a necklace—wear it long, wear it shorter when you remove the detachable bracelet, or let the bracelet stand alone. Butterflies of pear-shaped, rose-cut diamonds set in platinum offer a sparkling accent to the tanzanite, a gem closely associated with Tiffany, which renamed the stone (originally blue zoisite) shortly after its discovery in 1967 to highlight its country of origin. [www.tiffany.com](http://www.tiffany.com)

# ESSENTIALS

DISTINCTIVE PRODUCTS, PEOPLE, IDEAS & STYLE

## It's Easy Being Green

*Whether your taste is for a beautiful jewel or fresh cocktail, you can revel in the season's most delightful color. Perhaps you need both?*



### The Cocktail

This green delight takes its inspiration from Asia—JW Marriott Seoul's champion bartender Andy Seo's Green Paradise. The renowned mixologist won 2012's Korean national round of the Diageo Reserve World Class, the world's top bartending festival. Green tea powder and muddled apple mint make it a little mysterious.

### GREEN PARADISE

45 ml Midori  
½ fresh melon  
1 egg white  
20 ml fresh lemon juice  
10 ml of homemade apple mint syrup  
3 pinches of green tea powder  
Garnish: melon wedge & raspberry

Pour the Midori melon liquor into Boston shaker and add ½ piece of melon.

Mash the melon using muddler, then add egg white and freshly squeezed lemon juice.

Pour apple mint syrup (made by grinding apple mint) and add 3 pinches of green tea powder.

To form creamy foam, dry shake (without ice) 20 times.

Taste using bar spoon and shake gently adding ice into shaker.

Pour the cocktail into chilled cocktail glass and garnish with wedged melon and raspberry.

### The Jewels

If green is the first sign of spring, there's no better harbinger of sunny skies ahead than this gorgeous green gem. A 55-carat, one-of-a-kind cabochon emerald from Colombia waited 20 years to be placed in its setting of 18K white gold, with 15 carats of brilliant white and five chocolate diamonds. Arido owner and designer Arid Chappell was inspired by the vivid greens of Asia.

\$476,000 [aridojewelry.com](http://aridojewelry.com)

**DEEP BLUE**

Peacock ring; cushion-cut tanzanite, green tourmalines and diamonds set in platinum  
PRICE UPON REQUEST  
TIFFANY.COM



**GET THE DRIFT**

Gloria Moonstone and Diamonds Jellyfish brooch; gold with moonstones and diamonds  
PRICE UPON REQUEST  
212-223-9148



**AZURE LIKE IT**

Wallace Chan A Drop in the Ocean necklace; aquamarines, diamonds and sapphires  
PRICE UPON REQUEST  
WWW.WALLACE-CHAN.COM



**WEARIN' THE GREEN**

Hemmerle earrings; pated copper with aquamarines  
PRICE UPON REQUEST  
WWW.HEMMERLE.COM

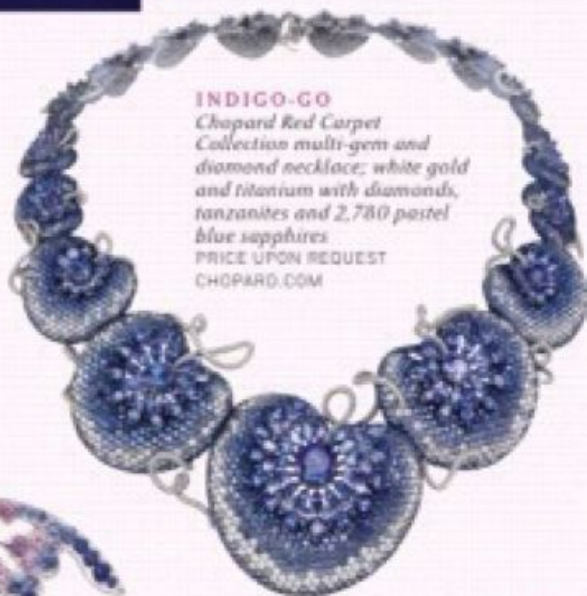
ASSUMING THE FORMS OF THE DEEP, OCEANIC JEWELS ARE IN THEIR OWN LEAGUE

**SEE-WORTHY**  
Arido necklace; aquamarine, diamonds and gold  
\$182,000  
ARIDOJEWELRY.COM



**INDIGO-GO**

Chopard Red Carpet Collection multi-gem and diamond necklace; white gold and titanium with diamonds, tanzanites and 2,780 pastel blue sapphires  
PRICE UPON REQUEST  
CHOPARD.COM



**TAIL SPIN**

Van Cleef & Arpels Atlantide Collection Ametha clip; white gold with diamonds, rubies, and pink, blue and violet sapphires  
PRICE UPON REQUEST  
VANCLEEFARPELS.COM



**MAKE WAVES**

Sartilège de Cartier Wave Length bracelet; pear-shape aquamarine, aquamarine beads, moonstones, Tahitian pearl, diamonds and platinum  
PRICE UPON REQUEST  
CARTIER.COM



**ANENO-ME**

Sea Urchin ring; white gold with diamond cushion, chocolate diamonds, pink sapphires and diamonds  
€53,800  
LORENZBAUMER.COM



**SHELL GAME**

Fabergé Sea Tiarina earrings; diamonds, aquamarines, demantoids, Paraibas, tsavorites, sphenes and moonstones  
PRICE UPON REQUEST  
FABERGE.COM



## A creative tour de force – Arido



Arido carved aquamarine with 18K yellow gold & diamonds



Arido 18K yellow gold with kunzite & diamonds

Arido creates fine art jewellery using only the highest quality gems and precious metals sourced from across the globe. The exclusive jewellery line was created when the creative forces of Arid Chappell and jewellery specialist Jesse Raphael came together.

As a successful fashion designer and international stylist, Arid Chappell had already been turning heads for the past 25 years, gracing the red carpets of such prestigious premieres as the Emmys and the Oscars, and more, dressing up A-list stars. He then teamed up with Jesse Raphael, who comes from a family of jewellers dating back to the 11th century.



Arido trio of earrings



Adams & Arido 18K yellow gold with ruby & coloured diamonds





Aido 18K yellow gold with amethyst & coloured diamonds

The exciting line was first launched at the Ritz Carlton in Tokyo in December 2010. Later unveilings happened at New York Fashion Week, The Oscars in California, and the Aido Party Launch in New York City. More recently, Aido Jewelry embarked on a global international launch in China. A recent collaboration with Sam Salama from Adams Jewelry has resulted in the Adams & Aido line.

These are timeless hand-crafted pieces to treasure, giving clients the latest trend setting designs in high fashion jewellery and mystique.



Aido black forlitan pearl with 18K yellow gold



Adams & Aido 18K yellow gold with coloured diamonds



Adams & Aido 18K white gold with emerald & diamonds

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# 时尚 FASHION



## ARIDO



2011世界音乐时尚盛典 - 回顾  
FASHION

### KYUIN CHEA

Former Dior designer based out of Paris. Worked with John Galiano and Karl Lagerfeld

### PAUL HARDY

Top tier Canadian designer who has enjoyed success and exhibited throughout the world

### ARID CHAPPELL

New York luxury jewelry designer with extensive experience in the fashion industry, works closely as a consultant to many Hollywood celebrities

### EVAN BIDDEL

Canadian "Project Runway" winner, viewed by many as Canada's "Alexander McQueen"

### JUMA

New York based brand whose unique clothing has been worn by famous models and musicians, regularly show at New York Fashion Week

### FALA BY FALA CHIEN

Canadian/Taiwanese designer who has received a lot of praise for her designs in Hong Kong and Taiwan



政府关系  
**GOVERNMENT RELATIONS**



2011世界音乐时尚盛典 - 回顾  
**GOVERNMENT RELATIONS**

**“The World Music Fashion Festival was like a fashion hurricane sweeping through the city”.**

— Mr. Li, Wancai ,Mayor of Dalian



One of the many advantages of participating in the WMFF is the valuable connections made with municipal, provincial and national government officials. Empress Communications developed relationships of trust with both business and government leaders, these relationships allow for a much simpler entry into the Chinese market.

While on tour participants of the WMFF act as ambassadors for their brand, their sponsor and their country and as such are expected to act in a respectful and professional manner at all times.



曝光  
**EXPOSURE**



2011世界音乐时尚盛典 - 回顾  
**MEDIA OUTLETS & EXPOSURE**

Through Empress Communications' media outlets the 2011 World Music Fashion Festival reached an audience of 60 million. Partnerships were formed with international, provincial and municipal cable television companies, popular social media and luxury goods websites.



媒体  
**MEDIA**



**TELEVISION**

Hunan Satellite TV	Dalian City TV
Zhejiang Satellite TV	China Central TV (CCTV)

**INTERNET**

Youka	Souhu Lady
Neuu	Fashion Digest
Trends China	PC Lady
Tencent Weibo	Only Lady (CBS)
Easenet	Tom.com

**PRINT**

Orange Magazine	Textile Weekly
Fashion Beijing	(Trade Magazine)

"The Arido brand was well represented in China with a fantastic show and high quality media exposure tailored to suite my luxury brand."

— ARIDO Jewelry



“

"The tour was one of the most eye opening and beneficial experiences that the band has ever had."

— Behind Sapphire



2011世界音乐时尚盛典 - 回顾  
TESTIMONIALS

“

"China was a good opportunity to explore and meet people in the fashion industry. We managed to develop relationships with local businesses and media in order to expand our business further"

— JUMA