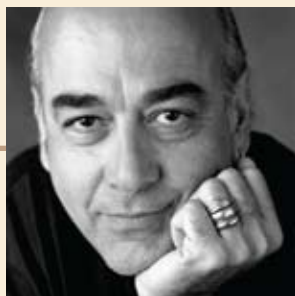


gurhan orhan



1997
ANCIENT HISTORY



1998
A LARIAT WITH LUSTRE



1999
BRONZE ARTIFACT



2000
GRAND PRIZE WINNER



2001
ODE TO OPAL



2002
MAKING IT WITH MUNSTEINER



2003
DELICIOUS LENTILS



2004
FIRST PRIZE HONORS



2005
UNUSUALLY CHARMING



2006
PLATINUM, PURE AND SIMPLE



ONE COULD SAY THAT GURHAN ORHAN IS A jewelry designer with "pure purpose." On the one hand, he creates jewelry for the purpose of people feeling good about wearing it and, on the other hand, the jewelry that he creates is only for manufacture in its purest metal form.

Until just recently, that purest metal form was 24k gold. But now, the master goldsmith—unquestionably, one of the pioneers in the revival of 24k gold jewelry in the states—adds metalsmith to his resume. For the holidays, he has launched a 100-piece jewelry collection of 999

pure platinum (not rhodium plated) exclusively in Saks Fifth Avenue, New York, and, this month, it becomes available to the full market.

Yes, the alchemistic jeweler, who, for 12 years, has been spinning gold into what he calls "fashion jewelry designs" (using ancient techniques and often excavated materials) has now taken on that white metal known to us all as pure, rare, and eternal. Just as Gurhan makes many of his ultra high-karat gold designs affordable by employing a special hollowing technique, he has developed a similar technique in platinum,

for the same reason. Presently, the new platinum necklaces, earrings, rings, and bracelets retail from \$12,000 to \$65,000.

To some degree, the new Gurhan platinum jewelry collection started with a bridal line that he launched about four years ago. "The technical work with platinum started with the bridal line," he explains. Not incidentally, for this new collection, Gurhan has developed a unique, trademarked "Diamond Link."

So . . . a trademarked link, pure metals only, ancient metal work, and excavated beads, coins,

and elements, and sometimes specially-cut stones like Munsteiners—cumulatively, such signatures define the work of Gurhan. It's a body of work that has converted a segment of American consumers into collectors in a relatively short period of time.

Richard Eiseman, owner of Dallas, Texas-based Eiseman Jewels, candidly admits that, two years ago, when he decided to put Gurhan jewelry in his store, he wasn't certain about its appeal. "But my staff was sure, and now I'm very glad we have it because it has proven to be such a good seller,

appealing to a wide range in terms of age, price point, and gender. Women from their twenties into their seventies want it. They are consumers who are sophisticated in their taste, so they can see and understand the workmanship and the artistic beauty. For our customers, our focus is to have special pieces that others don't have because today's luxury consumers want new, fresh, and different. Much of the jewelry we select for our store is jewelry for a lifetime, to be passed down through generations. That's the kind of jewelry Gurhan designs."

Until we informed him, Eiseman was unaware of the newest Gurhan platinum, and he responds, "I can't wait to see this newest evolution. But I'm not surprised—great jewelry designers like Gurhan are always thinking and creating something new."

So, what does the "great designer" himself think of when asked what his favorite piece of jewelry he's ever made is? Without hesitation, he answers, "The most exciting piece I make is always the last one I made." Now that's pure Gurhan.