

An Exclusive Interview with  
*Reis-Nichols Magazine*

# Marco Bicego High Style and Hot Color

For Marco Bicego, the last eight years have been the fulfillment of an enduring dream. He launched his now internationally known brand less than a decade ago, but Marco had been preparing for that premiere for a lifetime. His father, Guiseppe, started a jewelry design company some 40 years earlier, allowing Marco the opportunity to grow up surrounded by precious gems and metals and to ignite his desire to start his own jewelry fashion brand. Today, Marco remains close to his original roots, creating the line in an atelier in his home town, Trissino, in Italy's Veneto region.

The Marco Bicego brand, an 18k gold collection of contemporary jewelry, is now sold in more than 500 prestigious jewelry stores around the world. In an exclusive interview, Marco Bicego talks with us about his newest collection and the nuances of the eponymous brand sought-after by fashionistas everywhere.

The hand-working is a signature element of your line. Can you tell us about that?

Well, first of all, at least 10 people work on every piece of jewelry. Each is hand-tooled and hand-chiseled and has a hand-engraved finish, which is meant to be organic and rough, not high-polished and perfect.

What are some of the other characteristics of the brand?

For one thing, we always use yellow gold. I love the richness of the color, its history, and how it reflects on a woman's skin. Colored stones are also important to the collection.

Extra long, 18k gold necklace from the Jaipur collection, which can be double-wrapped or multi-layered around the wrist, featuring amethyst, green tourmaline, pink tourmaline, blue topaz and citrine. \$\_\_\_\_\_.

You come out with a new collection every year. What is your latest?

That would be Jaipur. It's very colorful and it contains prism cut gems. The signature cut is fashioned in Jaipur, and this is the first time we're using them, so the collection is very special. Because all prism cuts are hand-carved, every stone is different in size and shape. They're deliberately irregular and asymmetrical. As I said earlier, I don't like things to be too uniform. The stones are semiprecious, including amethyst, lemon citrine, peridot, yellow quartz, blue topaz, pink and green tourmaline, green amethyst and champagne quartz. Jaipur was inspired by the capital city of Rajasthan, India, known as "the pink city" because it's very colorful and kind of magical.

Do you have a favorite gemstone?

I am partial to tourmalines because I love the depth of the colors. Jaipur is the first collection in which I use green and pink tourmalines as center stones. Until, now, I was using tourmaline only as an accent.

Ring from the Jaipur collection in 18k gold, featuring citrine center stone. \$\_\_\_\_\_.



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Double-strand earrings from the Jaipur collection, in 18kgold with citrine, amethyst and pink tourmaline. \$\_\_\_\_\_.

So Jaipur was inspired by travel. Are any of your other collections inspired by travel? Are there other influences?

Travel and nature are two key inspirations for the brand. For example, we have Marrakech, a collection that incorporates the signature hand-wrapped coils. And Confetti, with beads that look like pebbles.

For a woman who wants to collect Marco Bicego and build a jewelry wardrobe with the brand, what three essential pieces would you recommend?

First, one of our really long links that wrap two or three times around the neck or six or seven times around the wrist. Such a versatile piece can be worn every day and different ways. Next, she needs something colorful because our brand is about color and color is fashion. And finally, she should have a classic everyday piece, maybe a pair of stud earrings or a Marrakech three-strand gold necklace. Then she can add on and build from there.

