

la mollla jewelry

February 1987, Tiziana Redavid, an architecture student in Turin, visits the factory of a friend, an industrial springs manufacturer. Springs are scattered all over the floor, the young Italian picks up a few dozen, puts them on her wrist, and with her imagination, these simple springs soon find an artistic intent. Tiziana is stricken by the analogy with African ornaments and even more for the aptitude of this industrial material to evolve into jewelry. Molla means spring in Italian. Using this name, Tiziana has registered the mark la mollla© with three l's that evoke graphically the spring movement. Each bracelet is composed of 97 stainless steel springs, a reference to the year of their launch on the market. The delicacy of their texture evokes silk and their lightness contrasts amazingly with their quantity. The bracelet will be launched in Paris, and distributed following a selective commercial strategy. It becomes a fashion phenomenon, found in London, New York, Tokyo, Los Angeles and Moscow. Press worldwide calls the la mollla© bracelet the « jewelry of the end of the century », but this worldwide success attracts the attention of copiers, who did not hesitate to take advantage of the success. Since then, Tiziana confirms her creative talent by proposing every year new collections where force, creativity, elegance and aesthetics are harmoniously combined. The artist can please us with magnetic jewels in brightly colored resin, or she can astonish us with simple architectural lines but she will always ravish us by proposing an atypical ornament.

2016 collection

La mollla 2016 collection witnesses Tiziana Redavid's strength of creativity. This year, she offers us an exclusive piece of work of her idolized material, the stainless steel spring, genuine DNA of the brand. In her hands, the spring metamorphoses, comes to life. Timeless, universal, free of any trends, the personality of la mollla jewelry blows up to surprise us with atypical architectural lines.

The designer : Tiziana Redavid

Tiziana Redavid was born in Turin in Italy. She studied at the Turin Polytechnic Architecture School, and, after a period at the heart of Jean Nouvel 's agency during the mid 1990s, she graduated under his direction. Sensitive, curious and passionate, the young architect trained alongside three Italian artists: Gilberto Zorio, Spagnulo and Gastini. In 1994 she worked as an assistant to Elio Luzi at the Politecnico di Torino. Afterwards, undertaking numerous design projects on different scales, she received much recognition, in particular with regards to her industrial design work. She currently divides her time between Turin and Paris. Her inclination towards teamwork led Tiziana Redavid to collaborate on international projects up until the opening of her own office in the French capital. Atelier tra, was created in 2005 under the direction of Tiziana Redavid, developing projects in architecture, landscape, infrastructure design, product and industrial design, displays, stands and interior architecture. For Tiziana Redavid, all these disciplines are intrinsically connected, an attitude founded on her will to create a dialogue with those who will eventually use her projects.

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