



Boks&baum **Crocheted setting**

What can you do when you are allergic to every metal, except for gold, and you love fashion jewelry, especially large pieces and you are creative? Sylvie Boksbaum, a French expatriate in Brazil, found an original solution and started crocheting metallic chains using cotton, linen and multicolored silk. She also began decorating her first creations with semi-precious stones purchased in Brazil, then in Mexico where she moved, and they were an immediate hit with her close family and friends. In September 2014, they convinced her to participate in the Bijorhca trade show. Russian and Japanese buyers crowded around her stand to admire the 15 models on display and important managers from Swarovski noticed one of her colorful baroque jewelry sets. From that time on, the famous crystals serve as clasps. She decided to launch her company in Mexico, hired an administrator, then with the help of her Mexican workshop manager, she formed a team of seven

seamstresses who are able to produce the different pieces that take between 6 and 8 hours of work and up to 35 hours for the "Antoinette" set (photo opposite). The workshop also sews the suede pouches embroidered with the brand logo that are used as cases. In May 2015, Bulle de Castille joined the team as sales and communication manager. She is responsible for distribution for boks&baum, and she hopes to make new contacts at Première Classe next January and March, like she did during the September session and the one in the Tuileries, enabling the brand to be sold in about ten points of sale in France and abroad (the United States, Mexico, Switzerland, Spain). The "Classic" line, in colored crochet, offers cuff links starting at 32€ wholesale, while prices for "Couture" necklaces, unique pieces with cascading stones, vary between 140 and 350€. It also looks like a Swarovski capsule collection is in the making... MD

Les Partisanes **Watches with a feminine touch**

Two childhood friends, Jessica Quintal and Elise Mennesson, share a passion for watch making and have founded Les Partisanes, women's watches that are made in France. Jessica began her career in media while Elise studied watch making design and trained while working at Agatha and Louis Pion. The latter was surprised to see how men's collections influenced women's collections which were in fact feminine versions of the same collections with a few rhinestones and colors added. Who said that watches as a piece of jewelry only belonged to men? The two friends launched their brand in 2013 to prove the contrary, with the desire to create models that were specially designed for women. They focused on slimmer cases, interchangeable bracelets to personalize