

This Brazilian Is a Jewel Designer to Sheikhs and Top Models

Contributed by Geovana Pagel
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In love with Arab culture, the source for inspiration of her creations, Brazilian jewelry designer Adriana Bittencourt, has already shipped her products to famous national brands, as well as exporting to points of reference in the fashion world.

Her creations have been seen in places such as Paris, Saint Tropez, Sardinia, London and New York. She is now going to start opening doors for her collections in Angola, Istanbul, Dubai and Marrakech.

The recent establishment of a showroom in London is going to simplify larger volumes of exports to various countries, including the Arabs.

"I believe that it is going to work out very well. All that was missing was this logistics set-up so as to simplify distribution," stated the designer.

Among those who appreciate her products are international top models such as Gisele Bündchen and Naomi Campbell, Russian tennis player Anna Kournikova and even two Arab sheikhs, Tarnau Zayed Bin Sulthan Al Nahyan, from the United Arab Emirates, and Khalid Al Faisal, from Saudi Arabia.

One of the most recent collections presents necklaces, bracelets and earrings inspired on Morocco.

Handmade, using material like silver, old gold and bronze, her products also use stones such as turquoises, coral, citrines, jade, amethysts, mother of pearl, as well as feathers, pins and famous amulets like the hand of Fatimah, hand-painted parts, which bring to mind the Arab mosaics, mixed with Brazilian stones and seeds like those of the assai palms and cupuassu trees.

The designer explained that her first trip to Morocco, a country she currently visits on average three times a year, was in 1997.

"I was doing research for the design of a new collection and wanted to get to know the culture better. When I arrived in Marrakech I felt something different. It was a kind of interior meeting. I always say that I am Moroccan at heart," stated Adriana.

Apart from Morocco, Adriana has already travelled to four Arab countries, the United Arab Emirates, Saudi Arabia, Egypt and Tunisia.

"With every trip I bring different things, which are found neither at Barney's in New York nor at Selfridges in London, beautiful things, special products that I mine in St. Tropez, St. Barth, Morocco and India," she explained.

"I like seduction, mining exclusive things around the world, things that have personality," she added.

As Adriana also loves perfumes and scented oils from the Middle East, in August 2004 she released the Nour line of environmental scents. The line is basically made up of a vaporizer and scented candles, and is the fruit of a two-year study of scents from Tunisia and Morocco.

"Nour is the result of a mixture of spices, woods and leaves of citric fruit found only in Marrakech. It is an exotic aroma, mysterious and aphrodisiac, of secret and unique alchemy," defined Adriana.

Moroccan Lounge

The cosmetic jewelry and perfumes created by Adriana may be found at her shop in the southeastern Brazilian city of São Paulo. At the door, wooden benches, chandeliers, chest, cushions, carpets, and music... everything brings Morocco to mind.

On the walls are pictures taken by Fernando Louza, a photographer who sponsored the Morocco Collection, released in August 2004. The images show environments, people and views from Morocco.

The hand of Fatimah amulet, also known as Hamsa, is present on doors of all rooms in the shop. The item is in homage to prophet Mohammed's daughter, Fatimah.

A symbol of justice, hospitality and generosity, the hand of Fatimah is hung on the wall of houses and shops of those who wish a divine blessing.

The assembly of around 5,000 items a month is done by thirty third-party service providers. At the shop and brand administration, there are 20 workers.

Nowadays, 10% of what is produced is exported. The forecast is that foreign trade should rise 10% with the new collection, which still has no definite date for release.

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