

Jewelry Fashion Reports

Men's jewelry snags cover of Vogue Gioiello

New York—Men's jewelry has gotten quite the spotlight lately, with pieces from jewelry designer Scott Kay landing the 30th anniversary cover of the influential fashion magazine *Vogue Gioiello*.

Photographed by Ilan Rubin and styled by senior editor Giovanna Battaglia, the atmospheric cover of the 30th anniversary September issue features a man shrouded in smoke and poised before a set of drums. Against this "Smokey Vibes" theme, the jewelry is what pops.

Battaglia styled the model in two pieces from Scott Kay. The "Guardian Bracelet" from the designer's "Art of Man" collection is hand-forged in solid sterling silver with hand-engraved Sparta engraving and an 18-karat gold signature clasp. The second piece is a "Ring of Faith" featuring a hand-engraved detailing of Jesus Christ looking to a guardian angel. The design is studded with diamonds set into a gothic cross configuration.

Both available via Scott Kay authorized retailers, the bracelet retails at a suggested price of \$995, while the ring retails for \$1,525.

According to the brand, the cover heralds a milestone for men's jewelry.

"As the consumer's desire is changing to have more attitude and style, *Vogue*, the bible of fashion, has recognized the emergence of men's fashion jewelry," the designer said. "Their theme of 'Smokey Vibes' fits perfectly with the art of music and the art of sculpture. Creating excitement in expressive jewelry for men has set the tone for the future."

Part of the *Vogue* family of magazines, *Vogue Gioiello* is an Italian publication that covers the jewelry market and high-end watch making. Featuring translations in English, the magazine is read worldwide.

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