



FREY TO ROAM

Vast, powerful, beguiling and unique – Russia is a cultural goldmine. The gifted artists of FREYWILLE have chosen to celebrate the country's exceptional talents in their latest collection

PHOTOGRAPH: OLIMPIO FANTUZ/SIME/4CORNERS

Main image:
The magnificent
backdrop of the
Schönbrunn Palace,
Vienna, Austria

As with all masterpieces, one could gaze at it endlessly and continue to find new flourishes.

In Slavic folklore, The Firebird is a majestic and magical creature with brightly glowing plumage – special feathers that continue to emit light even when plucked. A fairytale passed from generation to generation, The Firebird became the muse for several Russian literary works and even a popular ballet. Chosen by FREYWILLE artists as a motif for the third piece in the collection, the Glorious Firebird was born. A mystical peacock's red and golden hues are luminous against a strong metallic background – to dramatic effect.

The final adornment in the Passionate Russia range is a tribute by the jewellers to one of the world's most celebrated cultural marvels – Swan Lake. Using harmonious colours and dynamic pictorial curves, the resultant aesthetic combines the grace and drama of the ballet. Silhouettes in voluminous white tutus appear like a chain of delicate flowers surrounded by gold, red and blue embellishments.

The Passionate Russia collection is a perfect expression of the FREYWILLE humanistic philosophy. Each unique piece of handcrafted art gestures to the brilliance of Russia's luminaries and the legacy they have left behind. The limited collection is distributed exclusively to FREYWILLE boutiques in 35 countries, reaching a loyal clientele that expect an inimitable creative spirit from the famous Austrian jeweller. Once again they have delivered a truly artistic global message: the story and the passion of Russia.

For more information visit freywille.com

The artistic signature of FREYWILLE is distinctive – it's in the blaze of vivid colour, the quality of 24 carat gold and the intricate design of each precious piece of handcrafted jewellery. And so it is with the master jeweller's Passionate Russia collection: evoking both the heritage and folklore of a complex and captivating nation, the range is an intriguing mix of whimsical and spirited design.

Renowned for exploring previous epochs and taking inspiration from cultures rich in creative traditions, the craftsmen at FREYWILLE ingeniously breathe new life into historic motifs. Their team of in-house artists, goldsmiths, designers and experts of fine enamelling create the timeless masterpieces exclusively in Vienna at the original production house where the company was first founded in 1951. This unique blend of classical art and fashion has established an unrivalled niche for the company in the luxury jewellery industry.

The FREYWILLE artisanal practice comprises of more than 80 meticulous steps taken by 100 pairs of hands in the sculpting of just one of its accessories. However, it takes an exceptional idea to launch this painstaking process. Passionate Russia was born from a respect and admiration for a country and its treasures but also the passion of the artist to create a magnificent work that endures. The idea evolved into the company's latest concept: the disciplined work of the jeweller would echo the wealth of Russia's cultural achievements in music, literature, art and ballet.

Each of the four designs of the Passionate Russia collection is a tribute to the artistic prowess of this vast continent. Broadly, the jewellery ensemble characterises the colour, magnificence and vitality of the nation. When appreciated individually, each masterpiece reveals one exceptional detail of Russian heritage skillfully chosen by the artists at FREYWILLE.

The icon of the wooden Matryoshka Doll is used to stunning effect on the My Matryoshka bracelet. In homage to femininity, the enchanting features of the doll are exquisitely drawn and brought to life with warm, radiant colours. The sequence of dolls is playfully depicted in a variety of sizes with lustrous gold bands framing them. In this piece, the famous Russian folk emblem known for its elaborate craftsmanship is given a fresh incarnation as an elegant accessory.

ELABORATE CRAFTSMANSHIP

The Russian love of nature is romantically embodied in the Golden Kalinka design. A profusion of flowers intertwine and bloom with a riot of colour across the wrist – the intricacy and beauty of the artwork is a breathtaking showcase of the FREYWILLE enamel specialists' work.

GLORIOUS FIREBIRD, LUNA PIENA ON ANCHOR CHAIN, £746

MY MATRYOSHKA, LUNA PIENA ON ANCHOR CHAIN, £601



MY MATRYOSHKA, DIVA RING, £318
SWAN LAKE, DIVA RING, £318



MY MATRYOSHKA, MINI-CREOLE EARRINGS, £572



SWAN LAKE, DIVA BANGLE, £770;
MY MATRYOSHKA, DIVA BANGLE, £770



GOLDEN KALINKA, APHRODITE MANCHETTE, £770