

## GEMGENÈVE: Four designers to watch

The must-see designers at this week's edition of GemGenève which are perfect for the UK jewellery market

By [Rebecca Butler](#) 3rd November 2023



**The seventh edition of GemGenève kicked off this week bringing together some of the biggest gem and antique dealers from across the world, as well as a curated selection of the industry's most promising new talents in jewellery design.**

Curated by show board member, Nadège Totah, the Emerging Talents and New Designers section is shining a light on some of the most innovative collections on the market by the hottest new creatives in the industry.

We have narrowed down the offering to introduce you to the brands which are coming in hot to the UK market in the coming months.

Make sure to visit the Emerging Talents and New Designers section at GemGenève, running at the Palexpo in Geneva until 5 November 2023.

## GEMGENÈVE: Designers to Watch

### Elke Berr Creations

While Ms Berr is not a new face in the jewellery industry, this year the gemmologist and gemstone advisor has put her talents towards creating a retail-ready capsule collection for the first time.

Inspired by a recent collaboration with French DJ, Bob Sinclar, the Rock'n Rose collection from Elke Berr Creations consists of necklaces, bracelets, rings, and earrings crafted from rose gold, white gold, or even black gold.



Carrying the tagline ‘Love, Mix & Share’, this collection has been designed for ultimate mix, match, and multiwear possibilities.

Flexible structures in a variety of sizing options mean that rings and bracelets can be worn on any finger or wrist – and even swapped between couples or friends.

Black and white diamonds create an edgy unisex look with rose, antique, and distinctive cuts creating an interplay of light and shadow.

The luxury jewellery collection offers an array of price points to capture the attention of all age groups.

*Elke Berr Creations is currently looking for retail partners in the UK and US.*

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