



 *ctium* & **VOGUE** GIOIELLO

PRESENT

A GOLDEN ERA

A TRIBUTE TO HERITAGE



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On September 17th, just as Milan Fashion Week was geared for liftoff, Octium and Vogue Gioiello partnered to present an exclusive showcase of Octium's master fine jewelry creations and reveal of an extension to luxury lifestyle. This special event marked the highlight of the opening night of Milan Fashion Week on VOGUE's Fashion Night Out 2013 at the legendary Palazzo Visconti in the heart of Milan.

Core to Octium is a vision of design that is simple yet sophisticated, universal yet distinct, and always evolving. Brand icon, the slanted octagon is an iconic shape steeped in history and cultural significance while contemporary and chic in style. It symbolizes balance, timelessness and creation, all of which distinguish the language of Octium's creative intellect and conceptual designs. Exemplified by the Octium Co-Founders; husband and wife team Mr. Fahad Al Hajiri and Sh. Alanood Al Sabah, the Octium experience translates luxury with significance, style and stir while always paying tribute to a beautiful legacy that is fine jewelry and luxury living. It is sure that every experience envelops its patrons in a journey that celebrates beauty, art and lavishness.

The definitive approach at Octium is to bridge the penchant of the 21st Century consumer with an elegance that is classical in quintessence. With expansion operations underway, Octium aims to establish its global identity while recently setting up a point of operations in New York City.

In partnership with the industry's most sought after name in publishing, VOGUE Gioiello in association with VOGUE Italia, offered a platform for Octium's breathtaking manifestations. Octium and Vogue Gioiello share a vision for the magnificence of culture, tradition and embellishment through contemporary interpretations. The brand epitomizes ornate displays that give way to a new concept of luxury jewelry. Previously working together, Vogue Gioiello has media sponsored Octium's first Anniversary in 2010 in Kuwait and collaborated on exclusive appearances in the trade's most prestigious events such as the Las Vegas Couture Show and the forthcoming event in Milan, all of which is simply the foundation of a prolific relationship.

To celebrate the theme for the evening is a tribute to heritage and reverence to fine materials. The Palazzo Visconti was



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chosen in honor to the extravagance of the rich Italian 15th Century interiors and lifestyle with Octium's balance that is opulent yet contemporary through form of presentation.

Setting the scene will be beautiful seating areas in more intimate ballrooms, depicting traditional and glorious Arabian themes from Kuwait's Golden Era and rich past. Within the opulent frescoed walls were the sleek mirrored gold exhibit towers that softly reflected the rich interiors, creating a perfect balance of old and new. Prominent in the showcase were the display of Octium's most iconic pieces from the extensive line of collections Octium Creates, now in its fourth generation and revered one-off bespoke designs. The collections explore Octium's signature design in diverse themes and materials crafted in gold diamonds and gemstones, celebrating color, design and expression. Significantly architectural, the collections are brought to life through salient, original and contemporary creations while remaining enchantingly elegant.

The evening also announced the reveal of Octium's first ever luxury life style extension, paying tribute to Fashion Week, with the unveiling of The AUGUSTINE Collection: a high end, limited-edition line of bejeweled evening clutches. The AUGUSTINE

Collection presents 8 bejeweled clutches (8 in relation to the brand's prefix Oct-), all meticulously handmade in Italy and crafted in the most sumptuous shades of matt and shiny crocodile leather, superb 9k gold, precious gemstones and diamonds. Directly extracted from elements that are true to Octium, these bejeweled clutches have been designed in shapes that fuse organic and fluid movement with facets that are bold and valiant. With always a perfect balance of elegance, lifestyle design and the intricacies of fine jewelry, The clutch's illustrious gold faceted chain may also be worn as jewelry pieces. Since Octium's inception, the brand has gained recognition for its unparalleled vision, infinite creativity and an inimitable interpretation of luxury lifestyle. These key elements were the attractions in making this collection one that was eagerly awaited by Octium's aficionados.

Forward-thinking Octium's evolution in product and presentation knows no boundaries in its imagination of luxury design and how it fits in our lives. Always underscored by the brand's unmistakable signature style. Care is given that every facet of the encounter indulges and delights with an approach that is rooted in a pursuit to always be meticulous and innovative while balanced with timeless quality.



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Decor
arabesque,
ricami
architettonici
e orditi
gioiello.
Octium svela
il nuovo
volto delle
sue collezioni
da mille e
una notte



Couture Earrings



Series 2 Bangle



The
Dreaming
Place



Couture Ring

Series 2 Necklace



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Octium's journey continues with eclectic artistic influences coming together to what is an already prolific aesthetic. The harmony of the design, which can be seen in the serene, occasional shape of the large, new series. After Series I, Series II was a decision to complement the previous collection with a new style. Series II was a decision to highlight the most precious side of the collection. Octium's journey continues with a series in which the most precious side of the collection is highlighted.

equilibrium among lines, shapes and stones for a concept of luxury of Arabic inspiration that is always expressed in an ultra-precise decorative context. The design and construction are created to respond to the needs of looks for day and night. While Series III has a certain arabesque appeal, it seems to respond more to the needs of daytime looks. Series IV makes one dream of the Arab world. It brings together layers, textures, traditional motifs and dances from the Alhambra in Granada in the Andalusian region of Spain. All of these things serve as an inspiration and a sort of backdrop to highlight the harmony of opulence and elegance between the

Al-Andalus Earrings

Al-Andalus Crescent Earrings

Al-Andalus Bracelet

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