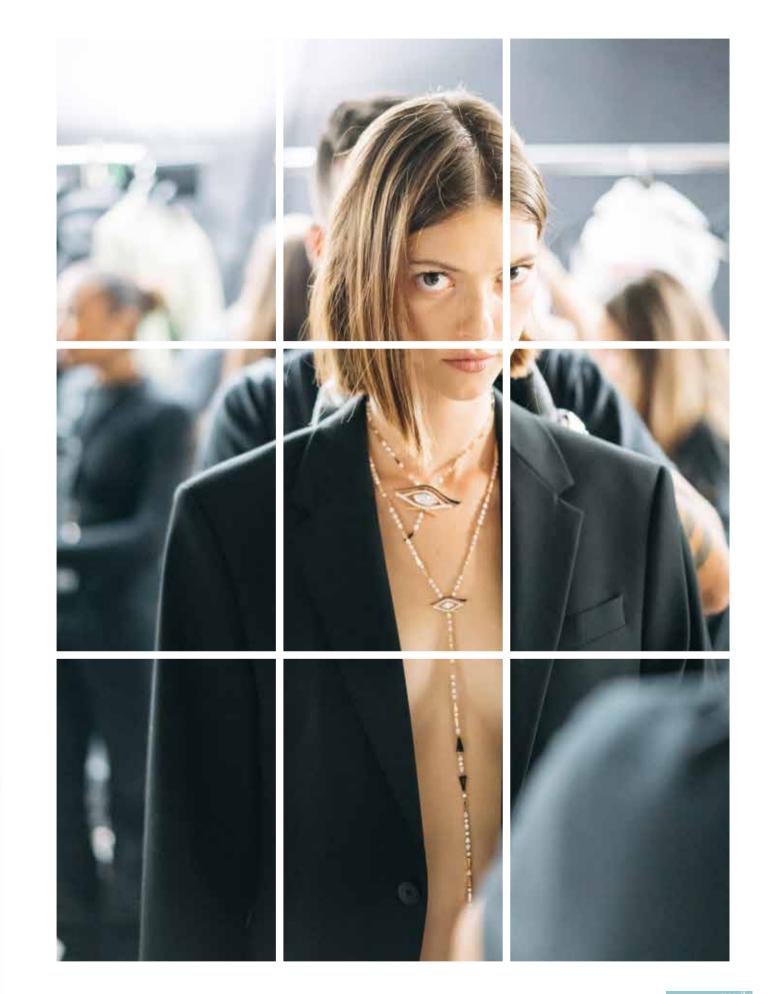


by Donatella Zappieri



"Diamonds are my roots and my background, when I decided to launch my own jewelry brand I thought to diamonds with an everyday wearability and not only for the most important moments of a couple. I wanted something fresh, audacious and easy to wear"





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with diamond as a unique stone ", a wager she overall inspiration.

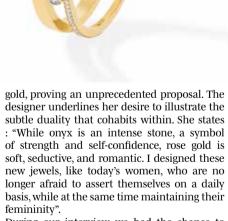
Since the launch of her eponymous iewelry seller for its modernity as well as sophisticated. I create elegant and innovative diamond pieces brand, Valerie Messika - founder and artistic and exceptional technique. In 2016 Valerie for everyday wear like ear cuffs, double rings, director-has stayed true to this initial statement launches also Move titanium for men, available ... The jewels I design appeal because they and her motto since is the ability to design in natural titanium, burnished or black. The have a fine, high-end, precious and delicate and manufacture diamond jewelry, breaking Move lines have become nowadays so iconic side, associated with this casual aspect which the codes of traditional design in order to that one piece is sold every twenty minutes. desacralizes the diamond. There is a real freely create, based on her contemporary and Our first question to Valérie relates to the Move contrast. This is what makes the difference avant-garde style. Her promise is: "keep up collection and further understanding of the at Messika: having brought modernity and

nurtures in every new launch she brings to VM: "I founded Messika in 2005 with this profession - that explains the singularity of my desire to desacralize the diamond and make it brand." Move collection is paired with the more Valérie Messika, daughter to the diamond easier to wear on a daily basis. In my first iconic audacious and rock and roll Glam'Azone with dealer André Messika, started her brand in 2005 Move collection, the diamond is in perpetual a very wide range of styles, from double rings and since the beginning, her wish was to give motion as it sways with the movements in its in black diamonds and cuffs in pavé. Nowadays codes of freedom to diamond jewelry, breaking gold cage. This collection was inspired by a the total of collections has reached 15, a strong the conventionality of traditional designs childhood memory of mine: my father used assortment which endorses Valérie's creative such as rivière or solitaire, hence innovating to bring home incredible diamonds, he used to visions. Many international celebrities are with brio, technical skills and modernity let the diamonds slip through his fingers. The today among her clients such as Beyoncé, without compromising the manufacturing motif of the three moving diamonds is deeply Sienna Miller, Margot Robbie, Cara Delevingne, quality and excellence. Her first collection rooted in me and is very close to my heart.

"Move" is characterized by three moving I like the fact that my designs are like second Alicia Vikander e Kendall Jenner, just to name round diamonds set on gold, available in three skin' jewelry, like tattoos. It is important to me to a few. different colors, yellow, rose or white. Since wear jewelry that is comfortable, that is paired In 2022, Valérie Messika went a step further in its launch, this collection has become a best with the body and adapts to your movements. combining the deep black of onyx with rose

breaking the codes in a traditional and ancestral Kristen Stewart, Kate Winslet, Charlize Theron,





During our interview, we had the chance to further get to know her universe and the way she started and plans ahead on her next steps and challenges.

VM: "I place my passion at the center of all my creations. Instinctively, each diamond inspires me to wear it or to draw it, the emotion comes from the setting that I imagine when I see the stone. The shapes, patterns and techniques prevail, they are chosen only to highlight the uniqueness of the diamond, its quality, its cut, its purity and its nuances. I like all diamond cuts, I wouldn't say I prefer one over another. I follow my instincts and I am always inspired by









the rough diamond in which I will imagine the gestures as well as eye catching colors and piece, never the other way around."

step ahead and launched for the first time Hadid, Emily Ratajkowski, Nina Dobrev, Carla her collection of High Jewelry, produced in Bruni, Elsa Hosk, Anna Dello Russo, Taylor Hill, her Parisian atelier. This additional creation Jasmine Tookes, Enjy Kiwan, Maya Diabe and led her to the opening of a 180 square meter many of them also got on the catwalk. a kind pieces of High Jewelry.

Very recently, she opened a new store in Dubai VM: "The idea of having my models wearing well as some iconic jewelry images.

In less than 10 years, Messika – with a team connection of the spirit of the time. 6000 jewelry pieces a year has become one of break the codes and change the idea that way to conceive diamond jewelry.

Her fashion shows are also disruptive, the jewelry collection with Adidas clothes". latest one which took place in the hearth of Paris, in an industrial location, was extremely innovative, with a mystical reference to ancient Egypt hence with jewelry for the mouth,

the shape of the stone. Everything starts from ethereal pieces which move with the body transformable pieces. In the front row most of In 2012, Messika decided to move a further Messika's dear friends Naomi Campbell, Gigi

rooftop where she nowadays manages the A fashion show which combined in a very full manufacturing expertise for high jewelry unexpected way Adidas street wear with high collections. Under Valéries's precise and jewelry pieces once again as a testimony that accurate supervision the whole team works at our queen of disruptive diamonds wishes to the unison to create every year 40 to 50 one of break the codes while continuing to surprise us with her creations and performances.

to also celebrate her ten years in the region and Adidas clothes was obviously not to encourage for the opening event, the famous tower Burj women to wear high jewelry at the gym, but to Khalifa was enlighted by the brand name as show that jewelry can be "cool", to be worn as a fashion accessory to enhance an outfit, to be in

of 115 people and a production of more than This second show was for me a new way to the most innovative and modern brands of people have of High Jewelry. I'm always diamond jewelry in the world. Furthermore, looking to make things different by breaking she is the only woman in France to run an the codes. I have always loved to approach independent jewelry Maison, a real pioneer in the jewelry universe in unexpected way this industry who dared to create a disruptive and I think I succeeded in this challenge and surprised everyone by combining my high

