

•ALENA GORCHAROVA

JOAILLERIE



LES SAISONS RUSSES

“Les Saisons Russes” by Alena Gorchakova is an homage to the art and soul of Russia. The brilliant hues of passion and emotions. The essence of Russian culture reflecting the universal symbols of the graceful, mesmerizing domes of Byzantine architecture.

Be seduced by the dreams, shapes, harmony and perfection of these symbols... incarnated into an original and extraordinary jewelry collection.



Wings of power and protection.
The famous symbol of the double-headed
Imperial Russian Eagle is more glorious than ever as rings,
earrings and pendants in the richest gold and diamonds.



Alena Gorchakova

is honored to invite you to a cocktail reception
to celebrate the opening of her first jewellery boutique

•ALENA GORCHAKOVA

JOAILLERIE - MOSCOU

located at Hotel National, Mokhovaya Street 15/1-1, Moscow

on December 15th, 2008

Please join us at the boutique
to view the jewellery collections at 18:30

and for cocktails at 19:30
VIP Club, Hotel National (entrance from Tverskaya Street)

*Proper evening attire requested.
This invitation admits two.*

ALENA GORCHAKOVA BIOGRAPHY

For Alena Gorchakova, life has been a whirlwind trajectory encompassing three major cities: Moscow, then New York...back to Moscow and on to Paris. And it is these complex and culturally-diverse cities that deeply influence and inspire her creative life and work.

Alena is the descendant of a family long renowned in the arts. Born in Moscow, Alena grew up in an artistically elite family with an important cultural and historical heritage. Her great-grandfather, Chancellor Gorchakoff (1798-1883), was a friend of the Russian poet Alexander Pushkin, and a renowned art collector; presently the Gorchakoff collection is in the Hermitage in St. Petersburg.

Her father, a prominent Moscow Art Theater director, was the pupil and close friend of the legendary director Stanislavsky; her mother was a famed actress of the Russian stage. Thus Alena's childhood home was a living theatre, filled with singing, dancing, and poetry readings performed by famous Russian artists, poets, and writers. Alena's childhood memories are vivid with these *artistes* entertaining her with lullabies at bedtime.

Perhaps Alena was destined to become an artist with jewels as her material. As a child, she was fascinated with gems: her maternal grandparents were both geologists, and Ural emeralds, spinels, malachite and tsavorites were given to Alena as playthings.

However, when Alena was still very young, this fairytale life was cut short: first by the loss of her father, and then her mother.

In 1980, Alena left Russia and all she knew for New York City, where she hoped life would improve. She thrived in her new home city—learning English, going to New York University during the day and working at night. Soon Alena was in charge of window display at Henri Bendel, Hermès and Bergdorf Goodman.

Returning to Russia in the early 1990s was a surprising turn in Alena's life, when she founded a luxury goods distribution company that was the first to bring Chopard, S.T. Dupont, Breguet and JLC, among others, to Russia. Also surprising was Alena's renewed and profound appreciation for the beauty of her native country. In the Red Square in Moscow, Alena was particularly mesmerized by the multicolored, onion-shaped domes of St. Basil's and the gold domes of the Kremlin. Their beautiful shapes, harmony and perfection seduced and inspired Alena's senses and creativity.

Alena Gorchakova's first jewellery collection, "*Les Saisons Russes*" is an homage to the essence of Russian culture and to these compelling, iconic domes: "The dome is, for me, an image that reflects the best of Russia's culture and tradition. Though so many of my compatriots are consumed by all things Western, they just need to look around— at our own exquisitely beautiful art and architecture— to be proud of our Russian heritage."

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The Premiere Collection: “LES SAISONS RUSSES”

Alena Gorchakova's premiere collection, “*Les Saisons Russes*” is an homage to the deep imprint on the soul of art, architecture and the essence of Russian culture; most remarkably, the collection is an homage to the magnificent, iconic “onion domes” of so many of the churches and buildings of Moscow.

The design themes of the collection are the universal symbols of these graceful, swirling and mesmerizing Byzantine domes, such as the multi-colored hues of the domes of St. Basil, and the gold domes of the Kremlin. Just as Serge Diaghilev's staged opera and ballet brilliance so enraptured the world, Gorchakova's “*Les Saisons Russes*” is also a vision and a dream, one that is embodied as sensual dome shapes of the jewellery, resplendent with gems—diamonds, rubies, emeralds, sapphires, garnets, topazes, amethysts and pearls—crafted in exquisite detail by master artisans from a jewellery atelier in Geneva, Switzerland.

Striking design elements of the domes include yellow, white or pink gold with multiple precious or semi-precious stones in a palette of bright red, deep blue and green that pays tribute to ceremonial neo-Russian style. As well, the pearl—one of the most meaningful stones in Russian art, is an exquisite and primary focus in this collection in shades of honey, white and sweet pink. One of the most extraordinary of the Gorchakova signature pieces is the gold dome ring filled with loose pearls—a playful, flirtatious, and highly original creation that embodies both the reverential-masterpiece symbolism of the dome and classic, historic Russian finery, and the hypnotic and joyful movement of the pearls as they dance with every hand gesture.

The Gorchakova signature style has been described by jewellery experts as “neo-Russian,” which not only refers to the legendary ballet troupe but to this collection's revival of the passionate interest in ancient, pre-Peter-the-Great decorative crafts that came into vogue in Russia and Europe in the early 20th century.

“IMPERIAL EAGLES” Collection

Wings of power and protection.

The famous symbol of the double-headed Imperial Russian Eagle is more glorious than ever translated into rings, earrings and pendants in the richest gold and diamonds. The collection includes gold with white diamonds cufflinks, rings and medals for men; and rings, earrings and pendants for women. The Imperial Russian Eagle has potent symbolism, as it not only is a part of the original coat of arms of Russia dating back to the 13th century, but is also the Gorchakov family emblem.

INTRODUCING NEW COLLECTIONS

by
ALENA GORCHAKOVA

“TRUE LOVE” Collection

“True Love. When it is impossible to get separated.”

Love times two. Two times the passion, hope and dreams. Be as one—with two eternal circles of gold and perfect white diamonds that interlock together beautifully into the classic double-band engagement ring, which is the heart and centerpiece of this collection.

This collection is dedicated to the men and women in love who wish to own or bestow a beautiful Alena Gorchakova jewellery creation— as a way of symbolizing in an extraordinary gesture a heart's loyalty, love and commitment. How to share the love..in earrings, rings, and bracelets in diamonds and yellow gold.

“BEREZKI” Collection

“Birch Trees” – is a collection inspired by the many spectacular and mysterious birch tree forests of Russia. The graceful shape and the silver and green shades of the trees are incarnated into stylized, abstract leaves and other sensual, modernist shapes in white and black diamonds, emeralds and white gold.

“SECRET GARDEN. ROSES” Collection

A completely new direction for the designer Alena Gorchakova is this new, strikingly beautiful collection devoted to the secrets of love, the transporting shape, meaning and images of roses, and the breathtaking moment when a rose is given to a woman as a token of devotion and passion. Each rose is dedicated to the profound aspects of the sensual and emotional manifestations of true love—created into this very special collection of three remarkable rings--“*N'aime que moi*,” “Avalanche,” and “Black Moon”— as well as necklaces, brooches, and earrings in white gold and rubies, white diamonds and black diamonds. The rings are truly breathtaking: swirls of layers of petals resplendent with showers of glittering diamonds and leaves of shimmering emeralds.

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Jewellery available exclusively at the
ALENA GORCHAKOVA JOAILLERIE BOUTIQUE
Moscow - Hotel National, Mokhovaya Street, 15/1 - 1
T +7 (495) 258 7061

Press Office
Oksana Kalinina, Chronolux
T +7 (495) 937 7252 - e-mail: kalinina@chronolux.ru

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ALENA GORCHAKOVA Joaillerie proudly announces the opening of the company first flagship store, located in the famed Red Square in Moscow. The store, a beautiful jewel in itself in style and architecture, is in the heart of this fascinating city. The historic Red Square is not only a resplendent landmark but is the perfect symbol and new home for the Alena Gorchakova jewellery collections.

The choice of Moscow and the Red Square for the flagship store is particularly symbolic for the company: The founder, creator and designer, Alena Gorchakova, is a native of Moscow, and has a profoundly personal and creative connection to her country's arts and culture.

The design of the store, by French architect Laurent Buttazoni, was created with a modern, sophisticated approach combined with a Byzantine influence, and represents an exquisite correlation to the signature themes of the jewellery. True to the style, atmosphere and symbolism of the Red Square, this new store and collections are a tribute to love, passion, and to the pageantry, art and architecture of Russia, a tribute which transcends time and place, and holds an archetypal appeal to the senses and soul.

To hold, to see, to touch, to wear, to desire a fine-jewellery piece from the Alena Gorchakova Joaillerie collection is to inspire pure art, and pure poetry.

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Press Office

Oksana Kalinina, Chronolux

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