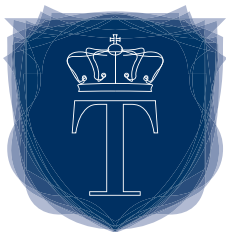


# makkum



Press release  
Makkum, September 2011

Koninklijke Tichelaar Makkum is delighted to present the new *Pearls from Makkum* in association with Alexander van Slobbe.

For both the company and Alexander van Slobbe, the continuing success of the first *Pearls from Makkum*, which were launched almost five years ago on 30<sup>th</sup> November 2006, was a good reason to develop a new addition to this special collection. This time, Alexander van Slobbe took inspiration from 'costume jewelry' and more specifically that of the sixties and seventies. Their designers experimented with new and unusual materials and were inspired by various industrial production processes. The exceptional thing about the jewelry from that period was that it went hand in hand with a manual process.

The three intriguing series, in bright red, cobalt blue and chocolate brown on a dark-grey background, elegantly complement the existing collection and make a striking and almost graphic impression. Like the first collection, these handmade jewels are in porcelain and are in several shapes, glazes and decorative finishes, so that the wearer can put together her own unique 'string of pearls'. The ribbon in ecru silk onto which the pearls are threaded is painted by hand in the colour of the glaze, thereby completing the polka dot motif of the necklace.

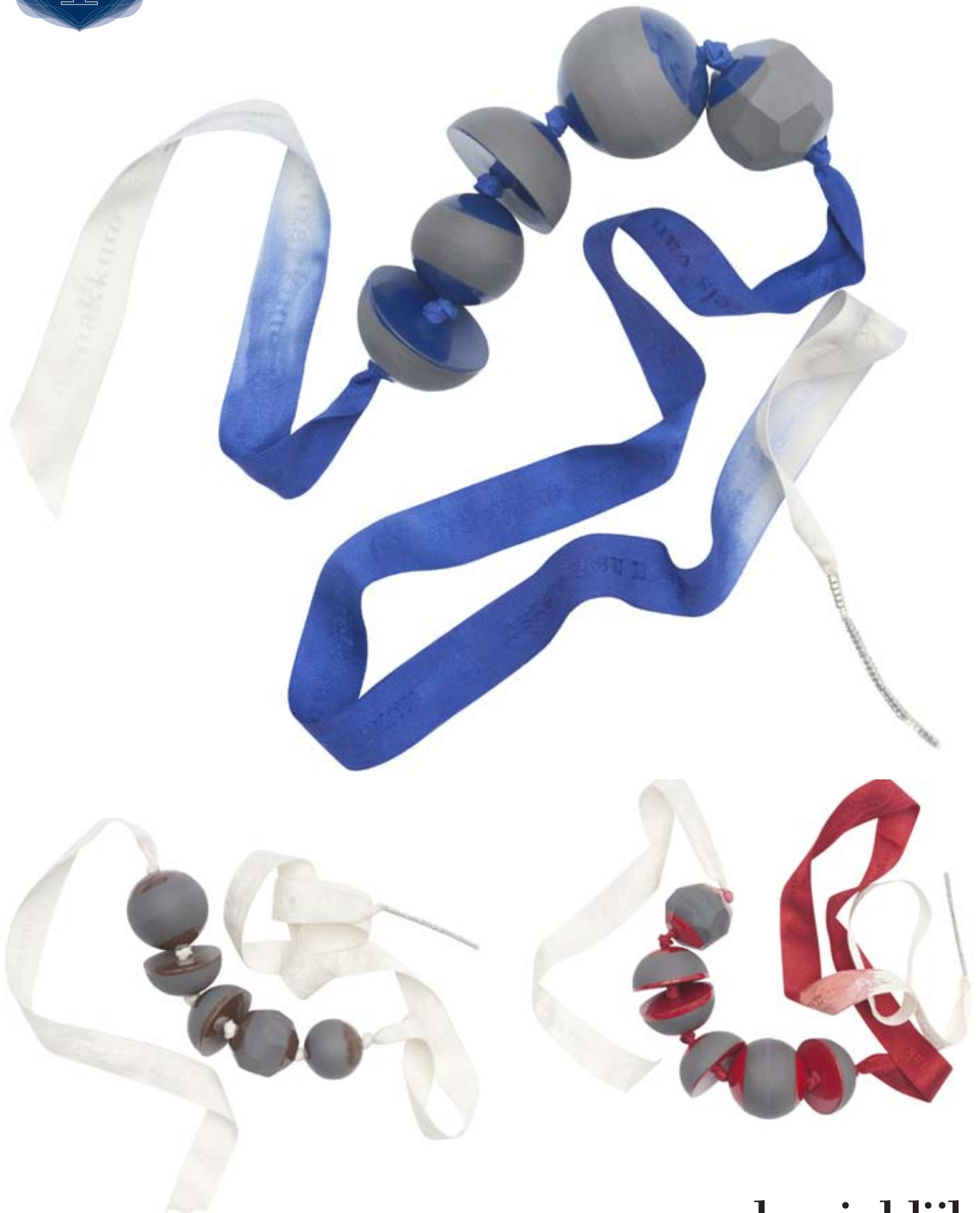
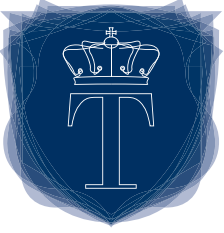
This project is a continuation of a special joint venture that started in 2005 when Koninklijke Tichelaar Makkum produced the porcelain buttons for the Orson+Bodil collection, Alexander van Slobbe's label. Like the hand-painted porcelain bottle-top for the elegant perfume launched a year later, the buttons are not only functional, but also a graceful part of the design.

The new Makkum *Pearls from Makkum* result from a desire and an aspiration shared by Alexander van Slobbe and Koninklijke Tichelaar Makkum to enhance the craftsmanlike qualities still to be found in the Netherlands by means of innovative design.

You can obtain more information from Koninklijke Tichelaar Makkum.

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