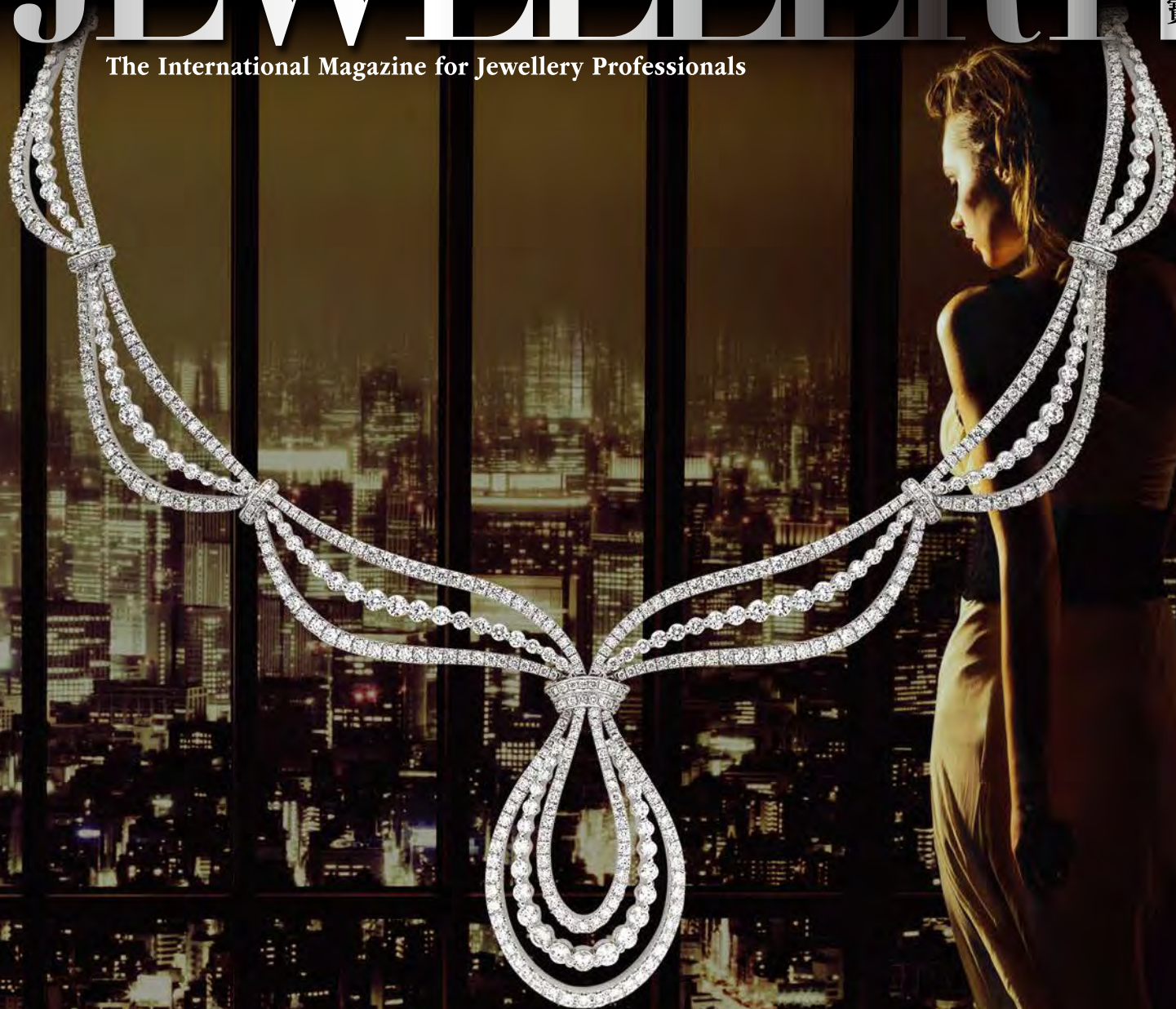


HONG KONG JEWELLERY

Spring 2016

香港珠寶

The International Magazine for Jewellery Professionals



Deluxe jewellery & watches
香港珠寶及國際名錶巡禮

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Individual statement meets jewellery

表達個性的珠寶首飾

SPECIALISED in cutting opals for more than 110 years in Kirschweiler, the well-known 'opal village' located in Germany, **Emil Weis Opals** is one of the oldest opal-cutting companies in the world, obtaining opal mines in Australia and Mexico, and involving with rough opals in various varieties from many sources. Apart from its dazzling achievements in loose opal business, the company started making jewellery six years ago with distinct German perfectionistic craftsmanship, the influence of the long-standing cutting tradition, and the courage to innovate and improve.

Hong Kong Jewellery talks to the president and owner Jürgen Schütz, and his daughter Tanja Schütz on the old business and the new venture (Photo courtesy: Emil Weis Opals).

HKJM: *Hong Kong Jewellery*

JS: Jürgen Schütz ; **TS:** Tanja Schütz

HKJM: Emil Weis used to focus on opal cutting. Why did you venture into jewellery making?

TS: As a gemstone miner and trader, we often think about the jewellery design with our stones. We always have ideas like "this piece would be wonderful in a brooch surrounded by sapphires in the same colour". So the jewellery line makes our own ideas come true. Our jewellery business is small but important.

HKJM: What is the expertise of Emil Weis' opal jewellery?

TS: Treasures from our ancestors are the motivation and stimulation for us every single day: respond to the farthest claims, hunt for exploitable mines, choose the best material, try harder to finish the perfect cut, and never be satisfied. We maintain and insist on this high standard in jewellery design and making. From our experience and professional knowledge in opal cutting and polishing, we know how to treat opals and reinforce their beauty, and we dare to put opals at the centre stage of jewellery pieces, set with rubies, sapphires, emeralds and diamonds for the supporting and background effects.

JS: We keep up the high quality by strictly controlling the quantity of our jewellery products. By doing so, our opal jewellery stands for the highest



BLACK OPAL PENDANT
黑蛋白石吊墜

quality and unusual designs in the natural form of opals. We know the story behind every stone, i.e. where and how it was found from which mine, so that we want to create special pieces in use of our tradition, manifesting the explosion of colours from rough opals and the joy of life in the way they deserve.

HKJM: How do the types and colours of opal matter in your jewellery design?

TS: Colour of opal is vital, representing its mood and tone. For this reason, it is the opal who determines the corresponding jewellery design, which is in perfect accordance with our heritage – opal itself, as a variety of gemstone.

JS: Let me give you some examples. White opal normally shows frail play of colours that is delicate and feathery. This trait determines the variety's tender and gentle nature, comparable to birds and dragonflies. Oppositely, black opal is a statement in masculine tone.

HKJM: Why consumers adore your opal jewellery?

TS: Our Italian-German design team produces unique pieces of jewellery with distinct and easily recognisable style in the form of fine art.

JS: The gemstone from our company is not just valuable, but a wonderful statement,



FIRE OPAL EARRINGS
火蛋白石耳墜

creating the lust for life and the sparkling mood and atmosphere. Typical jewellery from Emil Weis is the combination of opal with other matching coloured gemstones. It could be a Mexican fire opal surrounded with yellow and red sapphires, or a black opal set with lots of green and blue sapphires, emeralds, and diamonds. Customers like this unconventional matching.

HKJM: What is the present marketing plan for the global market?

JS: Right now we concentrate on the China market. China has a long tradition of and a true love for strong colours. The marketing guideline for our opal jewellery is the Chinese preference.

HKJM: What is your future plan for developing opal jewellery?

JS: Our main business is and will be loose gemstones. Opal jewellery will not be developed in the direction of mass production, even small series are not on the list. Emil Weis' jewellery means individual and unique pieces of art, created for connoisseurs who really love it. That is our perception of luxury. ■

Emil Weis Opals設於德國著名的「蛋白石小鎮」基施韋勒，專營蛋白石切割逾110年，是世界歷史最悠久的蛋白石切割商之一。公司在澳洲和墨西哥擁有蛋白石礦，並從其他渠道採購原石，從事多種品種的蛋白石生意。除成績斐然的寶石業務外，他們從六年前進軍蛋白石珠寶首飾領域，憑藉悠久的切割傳統和革新進取的勇氣，將鮮明的德式完美主義工藝運用於珠寶設計之上。

《香港珠寶》向公司董事兼持有人Jürgen Schütz和他的女兒Tanja Schütz，深入了解Emil Weis的寶石及首飾業務發展（圖片來源：Emil Weis Opals）。

HKJM: 《香港珠寶》

JS: Jürgen Schütz ; **TS:** Tanja Schütz

HKJM: Emil Weis以切割蛋白石業務起家，為何也發展珠寶首飾？

TS: 我們從事寶石的採礦和貿易，當發現一塊原石時，通常會考慮適合的珠寶設計，如「這塊蛋白石以相同顏色的剛玉圍繞鑲嵌，設計成胸針一定非常好看」。因此珠寶產品線讓我們的想法成真。我們的珠寶首飾業務雖不大，但非常重要。

HKJM: Emil Weis蛋白石珠寶首飾的專長是甚麼？

TS: 祖先留下的財富是我們每天的動力。我們應對所有的客戶要求，尋找可開採的礦產，選擇最優質的物料，加倍努力打造完美的切割，從不輕易滿足。我們堅持這種高標準並把它伸延至珠寶設計和生產中。憑著在蛋白石切割和打磨領域的經



OPAL RING
蛋白石指環



OPAL PENDANT
蛋白石吊墜

驗和專業知識，我們知道如何處理蛋白石，以強化它的美；亦敢於將蛋白石置於一件首飾的中央，鑲嵌紅寶石、藍寶石、祖母綠和鑽石，達到烘托的效果。

JS: 我們嚴格控制珠寶產品的數量以保證優質。如此，我們的蛋白石首飾代表著高品質，以及用寶石的天然形態呈現與眾不同的設計。我們了解每塊蛋白石背後的故事，好像他們在哪裡、是如何被發現的。因此我們希望利用傳統創造特別的首飾，用他們值得被對待的方式表現蛋白石爆炸的色彩和其中的生活樂趣。

HKJM: Emil Weis如何根據不同蛋白石的不同特性和色彩設計珠寶首飾？

TS: 蛋白石的顏色是關鍵，它體現著情緒和色調。正因為此，蛋白石珠寶設計取決於寶石本身，這與我們以蛋白石為主的傳統恰好吻合。

JS: 讓我舉幾個例子。白蛋白石通常表現了柔弱的游彩現象，如羽毛般柔和。這種特徵決定了它溫和的本質，好像鳥兒和蜻蜓。相反，黑蛋白石則是陽剛的表達。

HKJM: 為何消費者喜愛你們的蛋白石珠寶首飾？

TS: 我們來自意大利和德國的設計團隊以純藝術的形式創作的具有獨特和鮮明風格的珠寶首飾。

JS: 我們的寶石不僅有價值，還是絕妙的表達方式，營造出對生活的渴望和活潑的心情及氛圍。典型的Emil Weis珠寶是將蛋白石和其他彩色寶石配搭。它可以是用黃色和紅色剛玉鑲嵌於墨西哥火蛋白石周圍，抑或是用綠色剛玉、藍寶石、祖母綠和鑽石配襯黑蛋白石。消費者非常喜愛這種突破傳統的配搭。

HKJM: 目前公司於全球市場的推廣計劃如何？

JS: 目前我們集中於中國市場。強烈的色彩在中國歷史悠久，而且深受喜愛。中國買家的偏好即是我們推廣蛋白石珠寶的指引。

HKJM: 今後的蛋白石珠寶發展計劃如何？

JS: 我們的主要業務一直是裸石。蛋白石首飾將不會向大批量生產的方向發展，甚至小型系列都不在我們的考慮範圍內。Emil Weis珠寶意味著個性和獨特的藝術首飾，專為熱愛它的收藏家而設計。這亦是我們對奢侈品含義的理解。 ■