

From top: The effortlessly chic Gaia Repossi; Serti sur Vide ring in pink gold with two pear diamonds; Serti sur Vide Luminant ring in white gold, fully set with diamonds and a marquise white diamond and emerald.

The Family JEWELS

International style icon and Repossi creative and artistic director Gaia Repossi chats about the new classic in haute joaillerie, ancient influences and why she loves New York.

BY ALLISON BERG

With an ergonomically perfected earring exquisitely embellishing one ear and pavé diamond rings elegantly stacked on her finger, Gaia Repossi is disarmingly chic. There's also substance under that style: This young trailblazer has transformed the face of high jewelry. Forgoing traditional baroque opulence, the only child in the fourth generation since her family founded the House of Repossi opts for architecturally inspired contemporary designs. "The modern woman travels, works, has an urban life and is looking forward. She is not a woman you can buy," Repossi declares during our tête-à-tête at her Rem Koolhaas-designed space on Place Vendôme...

What are the greatest benefit and challenge of designing for an almost century-old family business? I wouldn't be able to create modern, timeless, high-quality pieces without the benefits of knowledge and history. The French and Italian craftsmen behind this industry's traditions are incredible. The greatest challenge is that my French education made me very independent. My artistic changes are not drastic, but you can see them. There is an echo through the generations because we have the same atelier and family, but each personality brings different devices.

How have your formal archeology, anthropology and painting studies influenced your process? Examining art,



ancient civilizations and varying ethnic narratives awakens endless possibilities. Calder, Serra, Franz West, Cocteau and Tuareg Berber tribal aesthetics influenced the current collections.

What inspires you in New York? The city's energy is always absolutely thrilling—especially when you live in Paris. You arrive in New York and your adrenaline elevates. You want to jam your day with as much as possible. New York women are very interesting, too. They are fashionable, strong, energetic and elegant.

Repossi recently debuted at Bergdorf Goodman. Bergdorf's is the epitome of elegance in the U.S. My idea was to make a modern proposal in the most luxurious environment. [The collection] is a mini assortment from [our flagship on] Place Vendôme. repossi.com

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