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Jade

Now and Always...

Created as life-long treasures, ILIA's jadeite jewellerys are a symbol of family love that you can pass from generation to generation. We sat with the luxury jewellery brand's co-founder Stanley Chu – himself a scion of one of the most reputable jadeite suppliers in Hong Kong – to find out more...



What is ILIA's design ethos? Why focus on jade in particular?

Chinese people have always admired the elegance of jadeite throughout history, and jadeite jewellery is the best icon to represent Chinese culture, virtues and beauty. I have a mission to bring the traditional jadeite jewellery to life, promote the jadeite culture throughout the world, and to introduce trendier, more youthful designs to the young generation.

At the house of ILIA, we build a unique relationship with every jadeite rough that we handpick directly from Myanmar. I would say due to the scarcity and rarity of top-quality jadeite jades, we almost customise every jewellery design to reflect the absolute beauty of the precious stone according to its in-born properties. We insist on a strict selection of the beautiful, top-quality raw stones in order to carve out the magnificent designs, and we take pains to pair and match the perfect proportion of each jewellery set.

Tell us about ILIA's latest 2020 collection. What inspired it, and how is it unique?

The irresistible green hue is the key message we would like to highlight in ILIA's latest collection. By combining exquisite craftsmanship with the finest green jadeites, our unique masterpieces display an arresting array of greens that define natural green jadeite. It's precisely these colours that are so sought-after amongst discerning collectors and jewellery lovers alike.

You also recently collaborated with Bryceland's for a joint collection, how did that come about?

The concept started with a gentlemen's talk between Bryceland's founder, Kenji Cheung, and myself. Understated designs with character is what defines both ILIA, a jadeite jade atelier, and Bryceland's, the world's best menswear label. Our shared insights into lifestyle came to life on a jadeite jade saddle ring, conceived after three months of creative efforts as a graceful epitome of traditional Chinese culture.

Thank you.

