



ST•ERASMUS

SPRING SUMMER 2010

ST•ERASMUS is a jewellery range a world apart. a fusion of sophistication, sexuality and sensuality. The brainchild of jewellery designer Pieter Erasmus, ST•ERASMUS has cultivated a style which combines traditional techniques with contemporary forms and materials. Steeped in cross cultural inspiration, ST•ERASMUS is the culmination of a background designing and producing jewellery for names as diverse as Givenchy, Matthew Williamson and Roberto Cavalli.

This unusual fusion of seemingly opposing elements is equally apparent in the designers inspiration. Citing sources as varied as photography of Africa and African tribes people and the Hindi movie Dev. D, where the heroines Paro (Sophisticated) and Chanda (Modern) form the basis of the collection.

With traditional arts and crafts techniques, ST•ERASMUS is a unique mixture of familiar elements constructed in a way that's exquisitely unique. The Spring/Summer collection is a beautiful concoction of clours and shapes; faux pearls, glittering Swarovski crystal, gorgous flower shapes and formations surrounded in crochet.

Focusing on creating statement pieces through abundant surface decoration, ST•ERASMUS jewellery retains a hand-created feel with a flawless finish and quality. Harking back to the artisan techniques of India (where the designer spends much of his time) traditional methods and materials such as Zari thread (a fine gold or silver wire thread usually woven into Indian and Pakistani garments) is hand-crocheted around iridescent crystals, rings and silhouettes to form abstract shapes and patterns.

ST•ERASMUS stockists include Villa Moda, Erickson Beamon and Kirt Holmes among others as well as a variety of international, domestic and online retailers.

ST•ERASMUS will be exhibiting at
London Fashion Week, 18th to 22nd September 2009, stand 4 at 180 The Strand
And Premiere Classe, Paris, 2nd to 5th October 2009, stand 374 at The Tulleries

ST•ERASMUS is worn by Michelle Obama.



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