



ST•ERASMUS

SPRING SUMMER 2011

Introducing '**Sophia**' from St Erasmus



Experimental yet wearable jewellery brand **ST•ERASMUS** introduces a new season collection that sees a distinctive array of sophisticated and feminine statement jewellery pieces in the signature ST•ERASMUS style. The ethos behind the Spring-Summer 2011 range is that of mature elegance and sees a stunning collection of statement jewellery pieces to be worn with confidence and grace.

ST•ERASMUS is the brainchild of South African design talent **Pieter Louis Erasmus**, formerly jewellery designer at Erickson Beamon. Under the guidance of Erickson Beamon's co-founder and creative director Vicki Sarge, Pieter created jewellery for a number of established design houses including Givenchy, Matthew Williamson, Roberto Cavalli and Alexander McQueen. It was during this time that Pieter realised his love for designing fashion jewellery and was inspired to establish his own label - ST•ERASMUS

For Spring-Summer 2011 the collection sees a return to femininity and the forgotten elegance and romance of bygone eras. The muse for the new season range is found in *Sophia Loren*, the ultimate feminine icon. Embodying the woman of today who is both well travelled and aware of current trends whilst retaining a desire to express her femininity through vintage inspired accessories that showcase eternal glamour.

With a colour palette of shimmering opal, lustrous pearl and touches of pale blue, the collection combines refined delicate colour ways with impactful silhouettes. Showcasing the ST•ERASMUS instantly recognisable three-dimensional statement style, the Spring-Summer range sees fine bronze Zari threads crocheted around clear Swarovski crystals with touches of colour from pale blue ribbon ties and Indian enamelled metal beads. With multifaceted glossy, matte and iridescent surfaces on intricately layered bib-style necklaces, long length necklaces, cocktail rings, cuffs, brooches and earrings, the new 'Sophia' collection is sumptuous in texture and guaranteed to make a lasting impression.

Notable fans of ST•ERASMUS include celebrated style icon Michelle Obama.

Current ST•ERASMUS stockists include Fortnum & Mason, V&A Museum Shop, Henri Bendel, Franck et Fils, Lane Crawford, Villa Moda and a variety of international, domestic and online retailers.

'*Sophia*' will show case at **The London Fashion Week** and **The London Fashion Weekend** in September 2010 and at **The Premiere Classe – Paris** in October 2010.