

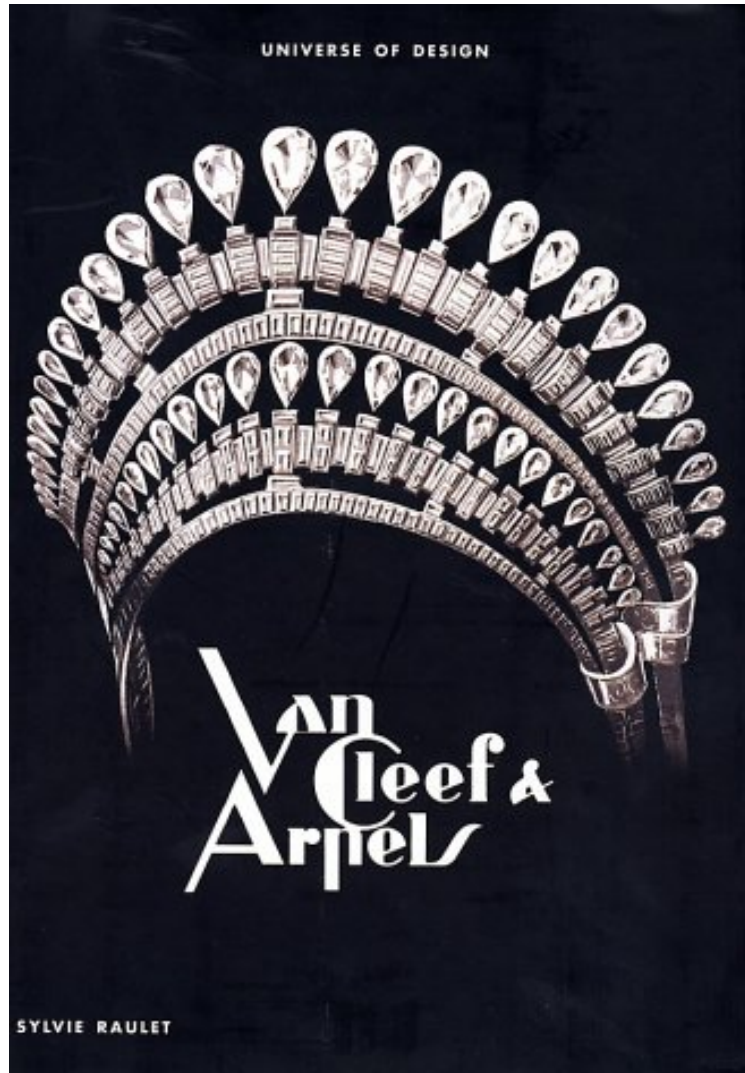
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*Sylvie Raulet*

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(Mobile book) Van Cleef Arpels (Universe of Design)

## **Van Cleef Arpels (Universe of Design)**

**Sylvie Raulet : Van Cleef Arpels (Universe of Design)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Van Cleef Arpels (Universe of Design):

7 of 8 people found the following review helpful. Van Cleef Arpel...A book with its own class.By lertlit@usa.netWhen I saw this book for the first time, it seems like I found some thing that I has been waiting for a long time. Since I was young, I am interesting in this jewelry maker because my mother tell me that the Van Cleef jewelry is the most beautiful jewelry in the world. So, I would like to know more about this adorable jewelry maker and this book is really fulfill my need. It consist of the history and the technic of them, Van Cleef Arpel. The book also contain lots of beautiful images of the legendary jewelry product from Van Cleef such as the crown and jewel of the Empress of Iran. This book is a highly recommended book. After you finish you will realize that the value of this book is more than its

price on the cover. 13 of 14 people found the following review helpful. Want to learn about jewelry design? Keep looking . . . By A Customer If you are interested in learning about jewelry design, or seeing a comprehensive set of examples of a jeweler's most fabulous pieces, don't bother with this book. The subtitle "Universe of Design" is most misleading as regards this member of the set--I have not read the others, so I can't review them. The book is simply a puff piece about Van Cleef and Arpels: names various members of the family, discusses some ongoing motifs in design, and does a lot of name-dropping. The color illustrations are mostly copies of ad photos. Very skimpy for a "universal" book! 1 of 3 people found the following review helpful. Diamond's Are A Girls Best Friend, Pt. 2 By A Customer So small but so wonderful.

The Van Cleef Arpels saga started with the dynastic marriage of Leon Arpels' daughter Estelle to Alfred Van Cleef. Both the Van Cleefs and the Arpels family were renowned diamond merchants, and Estelle's husband joined up with his brothers-in-law in 1906 in opening up a store at 22 Place Vendome, the epicenter of the jewelry trade. The elegance of their designs and quality of their jewels made the firm an instant success. Since then Van Cleef Arpels pioneered the minaudiere, a jeweled vanity case for ladies' cosmetics, patented an ingenious invisible setting for stones, and invented the fabled diamond "zip," among other renowned achievements. This lovely, full-color volume is a visual testimony to the success of one of the leading jewelers of modern times.

From Library Journal "Jewelers extraordinaire" is the phrase best describing the Van Cleef Arpels dynasty. Since the turn of the century, this house has created many exquisite and original works of art for its international clientele of celebrities and royalty. Raulet captures the glamour attending the rise and success of the firm, at the same time giving us an intimate look at the two families and the eccentricities of countless personalities they have delighted over the years. The book includes sections on prestigious transactions and acquisitions, the evolution of style, the invention of the "serti invisible" technique, and popular accessories of the "minaudiere" and vanity cases. Highly recommended. Stephen Allan Patrick, East Tennessee State Univ. Lib., Johnson City Copyright 1987 Reed Business Information, Inc.