

PRESS RELEASE

January 2015

The Blue Jewel by Blue Stone...



BIJORHCA, Paris – hall 5 – stand G38

INHORGENTA, Munich – hall B2 – Pavillon France Brilliance

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BLUE STONE International is a French company based in Toulouse since 2010. The Larimar, very rare gem and the only blue Pectolite in the world is exclusive from Dominican Republic. This semi-precious stone has become the signature of Blue Stone creations from the beginning..

Blue Stone will present its new collections in January in Bijorhca, Paris and in February in Inhorgenta, Munich.

"It's always a great pleasure for 3 years now to participate in each Bijorhca session. This is an opportunity to meet our loyal customers and to meet many fashion and traditional jewelry French and international actors with a constantly growing interest in our jewelry. It is with great pride that for the second consecutive year we will participate at Inhorgenta, in the "Pavillon France Brilliance", great "Made in France" showcase for our profession" admits Lionel Corvisier, CEO of the company.

Blue Stone will also be present in June at Sainte-Marie-aux-Mines for **Mineral & Gem**, once again in Paris in September for the **Bijorhca** Winter session and in October for the first time in **Mineral World** in Munich.

Diversity, Design, Patchwork, Colors, Wellness, Precious and Chic are the atmospheres of our creations. Precious metals, semi-precious stones, cultured pearls and natural materials gathered in elegant and varied themes. The Blue Jewel by Blue Stone, collections that offer an alternative fashion and beauty attitude.

...and the woman will never be the same!

The Blue Stone catalog with more than 300 references (bracelets, earrings, necklaces, pendants and rings) is become an essential tool of communication and work for all customers. The 2015 edition will be available in the month of February. It will be available online for downloading on the website www.blue-stone.fr in Business Space (*ESPACE PRO* page) exclusively for professionals.

"In accordance with Trends Papers of our profession and our specific 'signature', we present two times a year new emotions with many creations and design in 925 silver and around the Larimar." says Florence Perissinotto, Creative Director.

A new collection will be presented with crystal Zwarovski (Made with Zwarovski Elements ®). The *"Luxury"* collection is enriched with new models. Lapis-lazuli, Rock Crystal, Hematite or Tahitian Pearl and Keshi are always in the spotlight. Black Horn, shagreen, mother-of-pearl and the eye of Saint Lucia are largely represented. All the timeliness models of the Blue Stone *"Classico"* collection complete this diversity.

Unique models (out of the catalog), the most beautiful creations will be presented exclusively during Fair-shows.



Jeweler Craftsmen Creator

Blue Stone, registered at the French Chamber of Trades and Crafts, is a member of the National Union Chamber of the costume and precious metals jewellery (BOCI) thus providing the "Made in France " expertise.

Our brands, collections and designs are registered at the INPI. All our jewels are guaranteed for 1 year in accordance with standard practice and are supplied with a certificate of authenticity, bringing the guarantee of a professional.

Our jewels are exclusively sold by selected professionals. Traders specialized in minerals, traditional and fashion jewelries, luxury boutiques or authorized e-retailers are among our dealers in France and Europe.

The quality and creativity of Blue Stone International is also expressed in its customer service:

- A strong commitment in our delivery deadline and responsiveness in our ability to manage the "exceptions" and efficient after-sales service.
- A complete and illustrated product catalog, a careful packaging and a high-end point-of-sale promotion.
- A public website, multilingual, with a dedicated professional space, a very large presence on social networks (Facebook, Twitter, LinkedIn) and regular releases in professional and public press.

Blue Stone ... CV

Florence Perissinotto – Creative Director



Born from a sculptor father, trained in Carrara in Italy, and from a teacher and painter mother, Florence has travelled the world searching for encounters, emotions, moments and new landscapes.

First, from Africa, she immersed herself in the warmth of human relations and surrounding scenic views. Then, from the Caribbean, the discovery of Larimar, exclusive fine stone of Dominican Republic in unique shades of blue, triggers the Florence's desire to create delicate and expressive jewelry.

Lionel Corvisier - CEO



Former manager of sales teams for multinational companies and business creators, Lionel accumulates experiences and skills in Europe, United States and Asia. It is in the Dominican Republic where he lived for several years, with Florence, that they create Blue Stone International.



BLUE STONE
214 route de Saint Simon
Le Tertial – Bât.1
31100 TOULOUSE - FRANCE
Tel. +33 (0)5.61.43.56.01
blue-stone@blue-stone.fr - www.blue-stone.fr

RCS TOULOUSE 521 324 392 - D1 : 521 324 392 RM31

Le Bijou Bleu by Blue Stone...

