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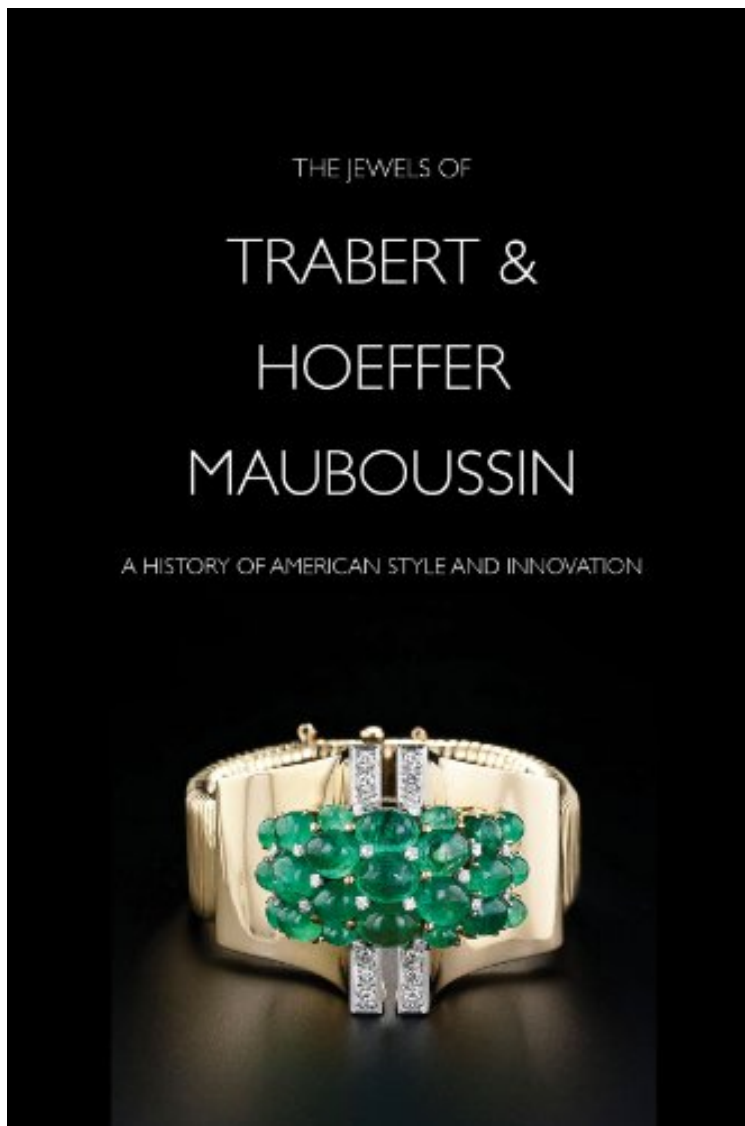


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(Download pdf) The Jewels of Trabert Hoeffler-Mauboussin

The Jewels of Trabert Hoeffler-Mauboussin

Yvonne Markowitz, Nonie Gadsden, Elizabeth Hamilton, Frederic Sharf, Toni Strassler : The Jewels of Trabert Hoeffler-Mauboussin before purchasing it in order to gage whether or not it would be worth my time, and all praised The Jewels of Trabert Hoeffler-Mauboussin:

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photographs!2 of 2 people found the following review helpful. a MUST buy, read and KEEP !By gerard riveronPublishing true stories must include two things: amazing resources and immense knowledge. Yvonne J. Markowitz possessed the knowledge and the Museum of Fine Arts, the resources. This amazing true story was wonderfully documented. It is an "homage" to talent and style, from both side of the Atlantic Ocean and tells the story of two incredible Jewelry houses from France and the USA. Both houses perfected the recipe for success: vision, creativity, and entrepreneurship. This fabulous jewelry was fearlessly crafted and marketed perfectly.This detailed, accurate reference to timing, names and historical events makes this a fascinating read. In addition to the imagery of the jewelry, and the movie stars that wore the jewelry, makes this story alive as one reads it. It seems that Trabert Hoeffler-Mauboussin were trendsetters understanding the importance of publishing and advertising; especially when they referred to cinemas divas, as a marketing tool. In fact, it feels like they started what is called today the Red Carpet!This book was absolutely needed! The contemporary look at this important period of the jewelry history is now recorded for ever and will be welcomed by all jewelry lovers and those who study jewelry or simply curious about it. Every public library shall be proud to have it in the future. It also shows that, no matter the crisis of a specific time in history, Art (in this case jewelry) is what matters and stays.Congratulations Yvonne J. Markowitz and the MFA team of the Rita J. Kaplan and Susan B. Kaplan Jewelry department of the Museum of Fine arts.Gerard RiveronExecutive DirectorDorfman Jewelers, Boston

From the mid-1930s through the 1940s, the collaboration of the American jewelry firm Trabert Hoeffler with the Parisian house Mauboussin produced some of the most extraordinary high-style jewels of its time. Hollywood stars such as Claudette Colbert and Marlene Dietrich appeared on-screen and off flashing the firms historic gems mounted in diamond-studded platinum settings. Even during the Depression and World War II, Trabert HoefflerMauboussin prospered and expanded across the country, not only by continuing to supply stylish custom jewelry to celebrities and socialites, but also by marketing more affordable ornaments. Its best -known invention was the Reflection line of semi-custom jewelry--"Your personality in a jewel." Crafted from interchangeable parts, it made a bold new modern look available to a wider range of customers by allowing them to mix and match preconstructed parts with their own choice of gemstones. Drawing on historical sources that include part of the firms design archives, now at the Museum of Fine Arts, Boston, this book tells a story of design and marketing innovations, shrewd business decisions and adaptability to changing times that produced a legacy of dazzling jewels.