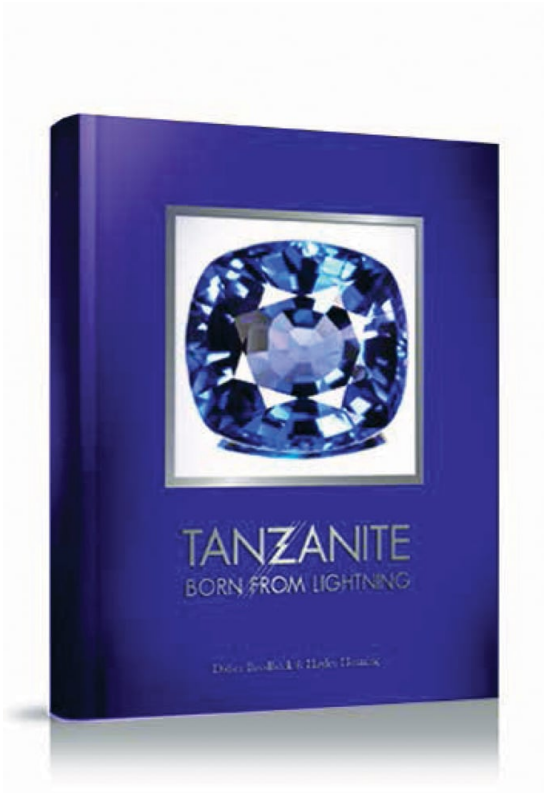
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Tanzanite

Born from Lightning

Didier Brodbeck

Hayley Henning

ISBN	9782940506118
Publisher	Watchprint.com
Binding	Hardback
Territory	USA & Canada
Size	9.45 in x 12.2 in
Pages	208 Pages
Illustrations	180 color
Price	$79.95

- The first monograph ever to present this precious stone, discovered only forty years ago, and one thousand times rarer than diamonds

Upon the discovery of Tanzanite in Tanzania a specimen was entrusted to the stonecutter Manuel de Souza, who shared some samples with distinguished gemologists. While the prospector thought that he had found some sapphires, he was astonished to learn that he had unearthed something altogether extraordinary. The new gem immediately caught the eye of Tiffany & Co. Since 1968, the New York-based jeweler has pushed the stone into the spotlight. It launched a campaign that was successful enough to earn tanzanite the noble title of 'gem of the 20th century'. Tanzanite gained further renown when in 2002 the American Gem Trade Association (AGTA) named tanzanite, together with turquoise, the birthstones for December. Tanzanite's transformations have ultimately placed it alongside the most precious of precious gems. In short, tanzanite's age of glory has finally dawned. Needless to say, tanzanite's allure has attracted the attention of a list of famous designers: Lorenz Bäumer (France), Ruth Grieco (Brazil), Catherine Sauvage (Germany), MVee (Hong Kong) and TTF (China). In Asia and elsewhere, tanzanite is seen as the source of happiness for the happy few. *Tanzanite: Born from Lightning* showcases hundreds of beautiful pieces of tanzanite jewelry, including superb creations made by Boucheron, Bulgari, Cartier, Chanel, Chaumet, Chopard, Dior, Boucheron, Louis Vuitton, Piaget, Van Cleef & Arpels, Wallace Chan and more.

Didier Brodbeck is long-time journalist and writer, he is the author of a dozen books on watches, pearls, diamonds, and counterfeit goods. As publisher he created *Heure magazine* (men's watches), *Tendances* (an "art de vivre" magazine) and *Dreams*, the first French magazine dedicated to watches and jewelry for women. Didier Brodbeck also serves as consultant for the luxury goods industry. **Hayley Henning** was the driving force behind The Tanzanite Foundation as Executive Director. Her main achievement was to give Tanzanite a sustainable position in the colored gemstone industry with significant sales and brand recognition. During that time, Hayley was also making a difference in the lives of the local communities outside the tanzanite mining areas, which lead her to spearhead several corporate social responsibility programs in the region. This resulted in the construction of schools and orphanages, as well as setting up The Maasai Ladies Project teaching a group of Maasai women jewelry making techniques and business practices. This project was recognized by the United Nations as being a relevant part of the Millennium Development Goals as Women's Empowerment Initiatives.

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Published 29th Nov 2016