



GEMOLOGUE
Street Jewellery Styles & Styling Tips



Liza Urla

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ISBN	9781851498819
Publisher	ACC Art Books
Binding	Paperback / softback
Territory	World
Size	240 mm x 200 mm
Pages	352 Pages
Illustrations	310 color
Price	£25.00

- A colourful collection of photographs from GEMOLOGUE by Liza Urla, a leading and much-loved jewellery blog and winner of the Best Blog in the Fashion category at the UK Best Blog Awards 2015
- Liza Urla is considered to be the first jewellery influencer in the world: she started her highly successful award-winning jewellery blog, GEMOLOGUE.com, back in 2009 and since then has worked with countless jewellery brands such as Van Cleef & Arpels, Chanel, Bulgari, Faberge, Buccellati among others and has gained more than 300,000 followers
- Combines 'street-style' pictures with Urla's professional styling creations, developed in collaboration with designers from all over the world
- Inspirational and eye-catching photographs will be of interest to jewellery enthusiasts from all over the world

Did you know that jewellery predates clothes? The oldest known piece is a set of 100, 000-year-old beads, made from Nassarius shells.

Liza Urla advises us not to look at the eyes when meeting a new person, but instead to look at their jewellery. She describes it as the ultimate means of self-expression, essential to our identification as humans. "Jewellery is our armour," she says, "and precious stones our amulets". In this book, she journeys from continent to continent, chronicling the pieces that capture her imagination and her heart.

Although many of the pictures are from the street, defining the wearer's style on the day they were taken, Urla has been lucky enough to access people's personal jewellery boxes. As she says, the best pieces are always in private collections. Urla's favourite finds are presented alongside her own jewellery styling, in collaboration with various designers from the jungles of Brazil, the beaches of Mexico, or the streets of London, NYC, Paris or Moscow.

Liza Urla is a jewellery expert, influencer, stylist and creative muse. She devotes her time to the things that inspire her: living and travelling all over the world, consulting on fine jewellery, art directing editorials and working as a contributor for *Vogue* and *Harper's Bazaar*. Initially, Urla wanted to take photographs of jewellery worn by strangers she met on her globetrotting adventures. However, the project grew, and she founded GEMOLOGUE in 2009 to showcase her incredible archive. She takes her followers on her personal jewellery journey, curating her favourite pieces from prestigious events, trade shows and boutiques all over the world. Her jewellery influence has been acknowledged by *Financial Times*, *Vogue* and *Harper's Bazaar*.