



Fashion Forward Franco

When it comes to jewellery design, Franco Jewellers is one of those rare companies that launch exclusive collections, which consistently set the barometer for the most coveted accessories

A creative passion for fashion and accessories runs in the Franco family. It began when Franco Ceresiani migrated from Italy in 1956 after completing a jewellery and watchmaking course and decided to begin his career in the world of jewellery two years later. Working in Ballarat for Thomas Jewellers, Franco planned to hit the big city where he managed the shop for Simpson Jewellers before deciding to place his own mark.

THE BOUTIQUES

Franco opened his first jewellery shop in the city centre of Melbourne, just steps away from the GPO in 1968. The Elizabeth Street shop was the beginning of a successful family business that grew to three stores over a period of three decades. Franco Jewellers became one of the only Italian jewellers located in the CBD at the time, and as a result built a strong and dedicated clientele. Featuring imported jewellery and Swiss watch brands, Franco's success climbed and the range of jewellery offered expanded.

Nine years later Franco extended the business and opened a second store in Centrepoint, Bourke Street in 1979, with the third store opening in Melbourne Central in 1991. "In 1994, we were approached by Chadstone Shopping Centre to open a store so we ended up with three stores right up until 2003," recalls Daniela. Today, Franco Jewellers has two boutiques located in Collins Street and Chadstone Shopping Centre which were recently refurbished "We decided to keep both boutiques as we were able to maintain quality, more high end stock, and personalised service as there is a family member in both stores."

EARLY YEARS

Sisters Silvana and Daniela Ceresiani play a major part in the company's aesthetic. Under their astute eyes, and together with their mother, Connie Ceresiani, Franco Jewellers has showcased highly successful Italian collections.

Their love of jewels came from being involved in Franco Jewellers, her family's trade. "I am used to working with my father. I have grown up seeing gemstones, looking at diamonds and jewellery," says Daniela. The family business loomed large during the Daniela's formative years. Together with her sister Silvana, they would work around the shop selling watchbands at the age of 13. With the help of Franco and Connie, they learnt the ropes and after graduating from university, they both decided to join the family business where they have been dedicated to for almost 20 years. Today, Franco Jewellers has reinvented themselves to a jewellery house that is less mainstream and more upmarket. Creating a niche market by sourcing the latest collections from international jewellery fairs, Franco Jewellers is constantly exploring new avenues and remaining one step ahead.

COLOUR PARADISE

In terms of trends, Daniela has noticed a strong move towards colour this year. Colour has always been a strong characteristic of gemstones. Although not as high in value as diamonds, coloured gems have been the stones of choice for the trendier, more fashionable set – and this year is no exception.

Whether you opt for candy-coloured and cute or glittering and glamorous, cocktail rings aren't for the faint-hearted! They scream

for attention and are meant to catch the eye. Popular in the 1940s and 1950s, they were mostly worn as a declaration of independence.

A single statement cocktail ring strikes a chord of individuality, which can feel stifled in stipped back times, especially those featuring fancy-coloured stones in classic cuts and styles. Eye-catching pieces are a hit because they look and feel luxurious. The use of bold colours marks an expression of optimism. It's the best way to translate the joy of living and a kind of free thinking.

Black is one such colour that is making a statement at Franco Jewellers. Black diamonds are the latest trend that is getting plenty of recognition and their popularity especially among men is on the rise. As the rarest among the entire diamond family, black diamonds are in the transitional stage between graphite and pure diamond.

The modern craze for this stone can be attributed to its ability to complement and contrast the dazzles of white metals and diamonds. They also accentuate the beauty of white diamonds and can be worn with any outfit.

THE COLLECTIONS

The collections that you can find at Franco Jewellers are solely from Italy where Franco is the sole importer for many exclusive jewellery houses in Italy. These include household names such as Ponte Vecchio, Roberto Coin, and Bianchi among many more. Franco Jewellers also carries a range of Swiss watch brands which include U-Boat, Fortis and Baume Mercier.

You will also be able to have one of the qualified jewellers handcraft a ring that is individually designed for each client.



With everything flowed through from beginning to end, you will receive the excellent service with a personal touch that Franco Jewellers prides themselves on.

"Our philosophy is to maintain highest level of service together with quality at reasonable prices where we take that extra step to make sure everything is quality controlled."

Franco Jewellers is located at Shop 479, Chadstone Shopping Centre in Chadstone or 86 Collins Street in Melbourne. For more information visit www.franco.com.au.

Jewellery // Franco Jewellers Image // Tandy Rowley