

FACES OF FASHION

On Our Radar: Lexmond vs Lexmond for Royal Asscher

a high jewelry collection inspired by the coco de mer
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Encountering the ebullient van Lexmond sisters, Jetteke and Lieke, in Paris earlier this year at the presentation of their high jewelry line collaboration with Royal Asscher (hosted by none other than iconic stylist Carlyne Cerf de Dudzele), was a fashion week highlight. Apart from their warm personas, the van Lexmond sisters—one a fashion editor and the other an actress and TV personality from Holland—behold a raw talent embodied in the launch of their first collection. Style.com/Arabia speaks with the sisters on everything from the birth of their brand, to the rare fruit behind their first line, to de Dudzele, their adopted fashion godmother.

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SEA TO SHINING SEA: AQUATIC OPULENCE FROM THE SISTERS LEXMOND

BY MO ANWAR



It seemed like only yesterday when the Amsterdam-based sisters Jetteke and Lieke van Lexmond launched their jewelry line at the Dutch embassy in Paris, at an event hosted by everyone's favorite stylist, Carlyne Cerf de Dudzele. "Our path was being illuminated by all these stars that made the light sparkle, making the final destination less important. It has been so amazing being able to experience this with Carlyne, who we simply adore for the work she did at Vogue," the sisters professed.



About the collection: Take note, people, because if you ever start your own line, and choose to team up with a well-known luxury brand, this is how it should be done. For this collaboration, the van Lexmond sisters (one is a fashion editor and the other a TV personality) joined forces with the Amsterdam-based but internationally famed diamond company Royal Asscher. Inspired by the lush vegetation of the beautiful Seychelles islands, the line is made up of a collection of ripe fruit, one of them being the famous Coco De Mer (also known as the sea coconut), which can only be found on the islands. "The sense of rediscovering what really matters when detoxifying the mind in the purity of the natural setting, as well as the beauty of the ocean's depths and the legendary Coco De Mer, immediately won us over," explained the van Lexmonds.

The line oozes luxury and features a wide range of striking pieces, like a pair of yellow gold and white diamond earrings and a bracelet with colored gemstones. It's also interesting to note that buying one of these jewels might help you lose weight, since you probably won't be able to afford food for an entire month. Oh well, two birds, one diamond stone, right?

For more information, visit lexmondvslexmond.com.

ON THE POWER OF A CREATIVE MIND (TIMES TWO)

JETTEKE: I completed my studies at a fashion academy university in Amsterdam, including styling, after which I focused on magazines. I first started at a weekly magazine, which was really fast-paced, and I was able to learn so much. Afterwards, I was asked to launch *Elle Girl* in Holland and then after a few years, I was asked to launch *Glamour* magazine. Both were a big success and it was an amazing and beautiful time for me.

LIEKE: I started on television at the age of five—so, quite young—and at 11 I did my first movie and fell in love with acting; I knew from that moment that I wanted to act all my life. Later on, as a teenager, I did a soap opera series and other movies, and more recently I have been doing a lot of hosting. For the past two years we've worked together full-time, behind the scenes on this jewelry collection.

ON THE BIRTH OF A BRAND: LEXMOND VS LEXMOND

We had many similar ideas and we thought that we should start our own company. We have known the Asscher family for many years—it is small, but has a very wide knowledge about diamonds and gold; and so, the two families united.

Actually, Asscher approached us. They knew of our creative capabilities and out of the box thinking, and also our famous personalities in Holland—but only in Holland...we're not at all famous abroad. And so, we really wanted to launch in Paris because we wanted to show the whole world that this collection and collaboration is first and foremost about quality. We designed everything—the colors, the shapes, the background story—and then found an amazing goldsmith and he helped us to create the molds.

ON THE COCO DE MER FRUIT, THE INSPIRATION FOR THEIR FIRST COLLECTION

We were together in the Seychelles—an island where everything is so big, ripe, and lush—and we fell in love with the Coco de Mer fruit. Also, as we're growing older, we have a deeper appreciation that we women have to be more connected with each other and value the knowledge that we have together. This translated to the fruit—the more ripe and intense the fruit, the better. We wanted the jewelry to emit life and joy.

ON THEIR "GODMOTHER," STYLIST CARLYNE CERF DE DUDZEELE

We always followed Carlyne in fashion and when we were talking about the launch in Paris we were told that maybe we could benefit from some sort of a "godmother" who could help us and host our event. They then asked if we liked Carlyne because they really believed that she would love the jewelry, and we thought, "Woah!" We were even thinking of women like Carlyne when we were designing the collection in the first place. She saw the jewelry and she wanted to help us and she became a friend; it was really special and it was like it was all meant to be.

ON THE NEXT STEP FOR THE LEXMOND VS LEXMOND BRAND

We're currently making some very special pieces for the holidays—limited editions with a lot of diamonds. Come June or July we will also start working on our next collection, which is already in our minds! We just have to make the molds and then we can move forward. We have signed a contract with Asscher for many years so there is certainly much more to come.

Shop Lexmond vs Lexmond on www.lexmond.com.

Pictures by: ALIQUÉ



GOLDEN GIRLS

De juwelencollectie die Lexmond vs Lexmond (de zussjes Lieke en Jetteke) ontwierp voor Royal Asscher is geïnspireerd door de oerkracht van de natuur en pure vrouwelijkheid.

Met de zussjes Lexmond haal je een positief tikende tijdbom aan artistiek in huis. Ze zijn beiden al jarenlang beeldmakers die graag buiten de lijntjes kleuren. Lieke als presentatrice en actrice voor de camera, gouden en rosegouden ringen, bedels, grote of kleine oorbellen, is een oer van de vrouw. Jetteke vertelt over de inspiratie: « Het begon allemaal bij de coco de mer—noe die je alleen op de Seychelles vindt. We waren op slag verliefd toen we deze zagen... De rijpe vruchten kwamen ook op ons pad. Zoet, mooi, sensueel. » Lieke valt aan: « Het eiland lijkt wel een kunstproject van God. De kleuren zijn zo intens, de stenen gigantisch. We hebben ervoor gekozen om perfectie te zoeken in imperfectie. Zoals een echte vrouw ook is. » Jetteke draagt te weten Coco de Mer-schakel. Lieke is grote vriendin en het Pain Tree-colier. De Lex-collectie voor Royal Asscher is gepild vanaf €2500.

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Bij de foto's: polynesië, styling: AGENT PROVOCTEUR p.o.o. Dit is een foto van CÉLINE. Oerkracht van goud met diamanten bij Coco LEXMOND VS LEXMOND voor ROYAL ASSCHER.



Joie de vivre

De **SENSUELE** juwelencollectie Lexmond vs Lexmond is om te waterdansen, zo **MOOI**. Gouden ananassen, robijnen granaatappels en een coco de mer van diamant, smaragd en saffier. Je zou erin willen bijten.

Lagerfeld ooit zei: *Sie hat no idea what it means to be dull!* 'Zelf noemt ze zich liever toeneemt en prêt-à-porter-buizen zich haasten om juwelencollecties uit te brengen. Om in dat grote aanbod overvloed te bieden, moet je de juiste mensen weten te vinden die je willen helpen. Uiteindelijk was het een enthousiaste Annelinde Alala die hen tijdens een lunch bij hem thuis in contact bracht met de excentrische voormalige fashion director van *Vogue Paris*, Carlyne Cerf de Dudzele. De vrouw over wie Keel zijn ze te koop via royalasscher.com. Met kerst worden er special editions uitgebracht, waaronder een ring met schildpadden die uit het ei kruipert. Lieke: Hij wordt letterlijk op je hand geboren. Symbolisch voor een nieuw begin. (19) — www.lexmond.com

‘We bleven maar roepen dat alles minstens drie keer zo groot moest’



VOGUE PARTY

Montassar Alala, Carlyne, Linda Spierings en dochter Sophia

Jetteke van Lexmond, Carlyne Cerf de Dudzele, Lieke van Lexmond en Franceline Prat

Carlyne's girls

Wat: Lancering sieradenlijn LEXMOND vs LEXMOND voor Royal Asscher
Wanneer: 26 februari
Waar: De residentie van de Nederlandse ambassadeur, Parijs

De lancering van de sieradenlijn van de zussjes Van Lexmond vond plaats in de aanwezigheid van icoon Carlyne Cerf de Dudzele. Zij had het genoege, als muze van de dames, gastvrouw te zijn en een prachtige afspiegeling van de internationale fashion crowd te mogen ontvangen, onder wie Elisa Nalin.

Elisa Nalin

Sylvia van den Klooster, Marc Madeleyn en Ellen von Unwerth

Mo Anwar en Majid Karrouch