

March 2012

For Immediate Release



Fairfax & Roberts New Flagship Showroom
19 Castlereagh Street Sydney NSW 2000

Fairfax & Roberts today announced that it has refurbished and reopened its flagship Showroom at 19 Castlereagh Street, Sydney, Australia. Castlereagh Street is the corridor to Sydney's most desired boutiques, fashion and jewellery stores.

Spanning a vast area of more than 400 square meters in the original 1930's MLC building, renowned as one of Sydney's finest - the Showroom will house all the exquisite bespoke jewellery offerings of Fairfax & Roberts, including its on-site atelier and design facilities in an unrivalled setting in Australia.

The Fairfax & Roberts Showroom is designed to provide customers with the ultimate in design and jewellery craftsmanship experience. Over 150 years of tradition and skill lie at the heart of each Fairfax & Roberts unique jewellery piece.

The view directly into the on-site *atelier* reveals artisans creating their works of art using age-old techniques such as saw-piercing and mill graining which are still employed in this workshop. Fairfax & Roberts' artisans choose to handcraft pieces rather than use more modern methods as this allows more freedom of design, a greater degree of delicacy, and does not compromise the integrity of the metal. To use an analogy – they are creating an original oil painting rather than a print.

One of the world's most esteemed European jewellery designers, Thierry Martin, joined the company three years ago. Showroom visitors can see Thierry Martin from the ground level, in his studio on the second floor, designing and creating unique jewellery and sumptuous objects d'art.



Visitors are welcome to explore the Diamond Emporium, Gentlemen's Quarter, Couture Gallery, Buccellati Boutique (Australian exclusive) and for gemstone and private consultation, one of the two Private Suites.

The Flagship Showroom is designed to provide a world class experience, knowledge and service for our customers. Our customers have the opportunity to enjoy a complimentary design or redesign consultation with an internationally acclaimed creative director, or select from our Collections on display. They have great comfort in knowing where and how their treasured jewellery is crafted, using the finest quality gemstones and metals. Generations of families have coveted the bespoke service and creations that are the hallmarks of Fairfax & Roberts." said Venietta Slama-Powell, Director of Marketing and Sales.

The consolidation of the Couture Showroom and Diamond Room are a sign this heritage bespoke jeweller wants to both nurture its existing valued clients, as well as entice a new generation that will be swept into the magical world of bespoke design and jewellery craftsmanship at its best.

Fairfax & Roberts are committed to value and quality. They source gemstones from the world's leading suppliers, providing a link for their customers with the open market; providing access to a vast selection of high quality diamonds at competitive prices.

Fairfax & Roberts provide ready-to-wear; complimentary design and redesign consultation; diamond and gemstone advice and sourcing; valuation, restoration and repair.

Fairfax & Roberts has also launched within social media and you can keep abreast of their latest news and creations by joining their facebook page.

A portfolio of high res images of the New Showroom are available.

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RESPOKE JEWELLERS EST. 1858



Entrance to the Flagship Showroom, 19 Castlereagh Street, Sydney



The Diamond Emporium

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The Gentlemen's Quarter



The Couture Gallery



Thierry Martin Designing



The Buccellati Boutique

The Buccellati Boutique at Fairfax & Roberts

The House of Buccellati celebrates the Fairfax & Roberts commitment to handcraftsmanship within the tradition of the Italian “bottega” workshops of highly skilled artisans.

Exclusive to Fairfax & Roberts, Buccellati is both an ancient and modern story, where the foundation is footed in a rich historical tradition, yet one where the designs are infused with modernity.

Buccellati creates jewellery that can be worn everyday: gold lace, cascades of rare stones, the shimmer of precious metals are all the result of more than 200 years of craftsmanship by the Buccellati family.

Explore more at <http://www.fairfaxandroberts.com.au/exclusive/buccellati>



Details

Fairfax & Roberts	19 Castlereagh Street Sydney NSW 2000 Australia
Showroom open	Monday to Saturday
Telephone	+61 2 9232 8510
Website	www.fairfaxandroberts.com.au
Facebook	www.fb.com/Fairfax.and.Roberts.Jewellers



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