

## NICOLE BRÉMOND

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marketing development fine jewellery and design de luxe

Fluent in French, English, Portuguese and Spanish, basic knowledge of Italian, Nicole Brémond is comfortable traveling the world. After graduating in a scientific section, she was trained in Paris to teach the applied arts. Her fields of action are luxury and culture in their more global meanings, seen from a business perspective. Her preferred playgrounds: distribution of one-of-a-kind pieces to wealthy collectors via elitist networks, as well as editing popular gold design collections distributed via hypermarkets.

She started in 1974 with **SI Compania Mercantil** in Barcelona (Spain), working as an international buyer of ethnic art and crafts on the production sites of Central/South America, to be imported into Spain.

Her jewellery career took off in 1976 when she was recruited by **De Beers** – *producers/distributors of 80% of the rough diamonds commercialised in the world* - as diamond promotion manager for France until 1982.

She then spent seven years in Brazil as communications and marketing consultant for **De Beers** and for contemporary Brazilian designers such as Rosa Okubo in Sao Paulo.

Between 1990 and 1998, she was **marketing director** for the **World Gold Council** in France – *international association of mining groups to support gold consumption as jewellery (80%), industrial products (10%) and financial products (10%)*.

Her main responsibilities: research, strategic approach, product design, communication, fairs and international conferences.

Her preferences: producing “**Trend Books**” for the gold industry, introducing young designers and industrialists to develop popular gold jewellery lines, planning/producing/running cultural **public exhibitions** to tour around Europe such as “History of the Ring throughout the Ages,” “Gold and Medallions,” “Life styles/Jewellery trends,” etc. They were featured in: the Musée des Arts Décoratifs in Paris, Musée du Luxembourg in Paris, Musée d'Art Moderne in Nice, Villa Rotonda in Vicenza, Liberty in London, El Corte Ingles in Barcelona...

In 2000, she initiated touring sales/exhibitions/conferences for **Robert Wan**, n°1 Tahitian cultivated black pearl producer, in cooperation with **CNN**, **Fortune magazine** and **City Group**, during the summits of “The most powerful women in business” held in London and Palm Beach, Florida.

As an **independent consultant in luxury products**, Nicole Brémond has launched several fine jewellery and accessories designers abroad: editing of their collections, choice of suppliers, price policy, prospection, contacts with clients, contact with international press.

Today, her core activity is **talent sourcing** and **artistic direction** on behalf of jewellery industrialists looking for **high added value** such as Bellon, Carmafix Group, Bermudes, and **Le Manège à Bijoux E.Leclerc**.

She enjoys giving lectures in Fine Art schools such as **Ecole Boule** in Paris. And she continues supporting young designers and confirmed plasticians (including sculptors, painters, glass blowers, photographers, etc.) with their strategic approach and distribution abroad.

Her hobbies: scuba diving, culinary arts, gardening.