

DISCOVERING JEWELRY PROFESSIONS

de Mains en mains

par *Van Cleef & Arpels*



25.11.2023

03.12.2023

InterContinental Lyon - Hotel Dieu
20, quai Jules Courmont
Lyon II^e



Exhibition, workshops, courses, conferences and round tables upon registration.
demainsenmains.vancleefarpels.com



« *de Mains en mains* »

DISCOVERING JEWELRY PROFESSIONS

A Living Heritage company with a long-standing commitment to the transmission of jewelry professions and expertise, the Maison Van Cleef & Arpels is renewing its “de Mains en mains” initiative, targeted towards young people, adults in career reorientation and the general public, for a third year. Participants in this event, which will take place at the InterContinental Lyon – Hotel Dieu in Lyon from November 25 to December 3, 2023, will have the opportunity to attend a *Parcours Métiers* (Professional Pathways) with professional jewelry experts, as well as classes, conferences and workshops offered by L'ÉCOLE, School of Jewelry Arts. They will also be able to discover an exhibition of historical and contemporary pieces created by the Maison.

An initiative

TO CHAMPION THE TRANSMISSION AND SAFEGUARDING OF
SAVOIR-FAIRE



Jewelry professions contribute to a tradition of French savoir-faire that has shone throughout the world for centuries. The jewelry industry holds the prospect of sustainable jobs, and yet these fields of expertise nonetheless remain little known, particularly among the younger generation.

“The ‘de Mains en mains’ (“from Hands to hands”) initiative came into being following the first Covid lockdown in France, at a time when many young people were struggling to define their future career choices. The Maison wanted to reach out to this population, with the aim of letting them discover jewelry professions and realize that these often little-known occupations are accessible. Through these actions, we hope to continue inspiring vocations and opening the gates to the world of jewelry to the broadest audience possible.”

Marie-Aude Stocker, Van Cleef & Arpels
People, Development and Prospective Director

Van Cleef & Arpels created the “de Mains en mains” initiative in 2021 in partnership with the French Ministry of National Education, with the aim of reaching out to junior high school students. Collège Jules Michelet was the first school to sign on to the initiative, followed by Collège Les Battières in 2022. This November, four new institutions will be partnering with “de Mains en mains:” Georges Clemenceau, Henri Longchambon and Hector Guimard, with the participation of 7th, 8th and 9th grade vocational classes, as well as Fernand Forest Professional High School, all of which focus on preparing students for professional aptitude degree programs (CAP). Young people can thus discover several professions while following a traditional 7th grade curriculum.

During their day at the InterContinental Lyon – Hotel Dieu, students are steeped in the world of jewelry through activities “at the workbench” organized around discovery and experimentation of six different professions. Guided by Van Cleef & Arpels experts, they learn and practice precise gestures. The Human Resources team is also present to give students insight into the different schools and training programs available.

THE “DE MAINS EN MAINS” INITIATIVE: A REAL LONG-TERM CAREER COUNSELING PROGRAM

In preparation for this day-long program, experts from the Maison and L'ÉCOLE, School of Jewelry Arts work with teachers in the partner institutions to co-design classroom activities to take place during the month of October. As such, students learn about gemstones in Earth Science and Physics/Chemistry classes thanks to a presentation by a gemologist, while English classes welcome an American art historian to illustrate the history of jewelry in different cultures throughout the ages. Likewise, in Art classes a visiting teacher from L'ÉCOLE, School of Jewelry Arts introduces students to the practice of sketching jewelry parures.

These activities prepare students for their Professional Pathways seminars in November at the InterContinental Lyon – Hotel Dieu, giving them upstream experience of the different facets of the world of jewelry and associated professions, all in connection with their school curriculum.

The initiative continues in February and March with classroom activities led by trainers from the *Atelier de la langue française*, an association that works to coach young people in the art of oratory. The goal is to develop students' public speaking skills, thus preparing them for the closing event in May during which they will present their experience in front of their families, teachers, the Board of Education and members of Van Cleef & Arpels teams.

In addition to junior high school students during the week of events at the InterContinental Lyon – Hotel Dieu, on weekends Van Cleef & Arpels also welcomes the general public and adults in career re-orientation. Visitors can attend Professional Pathways seminars and demonstrations by the Maison's craftsmen, while exploring the exhibition “Discovering Jewelry with Van Cleef & Arpels.”

Professional Pathways

A WEEK TO DISCOVER THE WORLD OF JEWELRY AND ASSOCIATED PROFESSIONS



The event offers several groups of junior high school students the chance to participate in a jewelry savoir-faire discovery program. Spending a week immersed in the world of jewelry, students interact with craftsmen from Van Cleef & Arpels' Paris and Lyon Workshops. Rich in transmission, these encounters allow students to question the Maison's passionate craftsmen about their training, career paths and other aspects of their occupations.

Professional Pathways seminars offer students a glimpse into the specificities and savoir-faire unique to the occupations of expert jeweler, stone expert, polisher, stone-setter, 3D designer and artistic designer. In addition, students can round out their experience directly at the workbench, setting stones on an Alhambra motif – an iconic creation of the Maison –, polishing a Butterfly clip or crafting a Lucky Animals clip.

Open to the general public upon reservation on the weekends of November 25 and 26 and December 2 and 3, 2023, Professional Pathways seminars give everyone the chance to attend various demonstrations and observe exacting gestures of artistic craftsmanship.

Jewelry schools and counselors from the national employment office will be available on these dates to present the various training programs centered on these traditional fields of expertise, as well as employment opportunities. The youngest participants can also discover the Van Cleef & Arpels universe in a dedicated creative space.

The exhibition is accessible free of charge from November 25 to December 3, 2023. Reservations are required and can be made on the event website :
<https://demainsenmains.vancleefarpels.com>

*Van Cleef & Arpels,
à la découverte de la joaillerie*
DISCOVERING JEWELRY WITH VAN CLEEF & ARPELS
AN ORIGINAL EXHIBITION



“For its third edition, the exhibition accompanying the ‘de Mains en mains’ initiative was devised as an immersion into the Maison's creation, at once instructive, entertaining and designed for a broad audience. We are shining light on the very heart of our profession: jewelry.”

Nicolas Bos, President and CEO of Van Cleef & Arpels

Open to the general public throughout the duration of the event, the exhibition “Van Cleef & Arpels, à la découverte de la joaillerie” (Discovering Jewelry with Van Cleef & Arpels) provides insight into the high standards, attention to detail and excellence required to fashion each piece of jewelry. It brings together historic and contemporary creations by the Maison while highlighting associated savoir-faire, all amid a new decor offering visitors a twofold experience. An initial interpretation, focused on excellence and attention to detail, draws from artistic photos. Going further, visitors driven by curiosity and a taste for active participation can also indulge in a second, more light-hearted exploration, scrutinizing the decor in search of hidden content.

From the iconic Alhambra motif to High Jewelry collections, the pieces on display reflect the excellence of Van Cleef & Arpels savoir-faire. Illustrating the Maison's creativity and ingenuity, contemporary creations complement those from its patrimonial collection, such as the transformable Passe-Partout jewelry from 1939 and a 1951 Zip necklace.

Alongside the showcases, a film portraying a day in the Van Cleef & Arpels High Jewelry Workshops at Place Vendôme gives visitors an up-close view of the gestures executed by the Maison's craftsmen.

L'ÉCOLE, School of Jewelry Arts in Lyon



© L'ÉCOLE, School of Jewelry Arts

L'ÉCOLE, School of Jewelry Arts, established on the Paris' *Grands Boulevards*, is traveling to Lyon to offer a program of courses and conferences for the general public, led by jewelry experts and professionals.

Creative workshops for children and teens are also scheduled on Wednesdays and weekends. The youngest visitors can take their first steps in gemology and participate in projects to fashion a treasure box or create their own piece of jewelry.

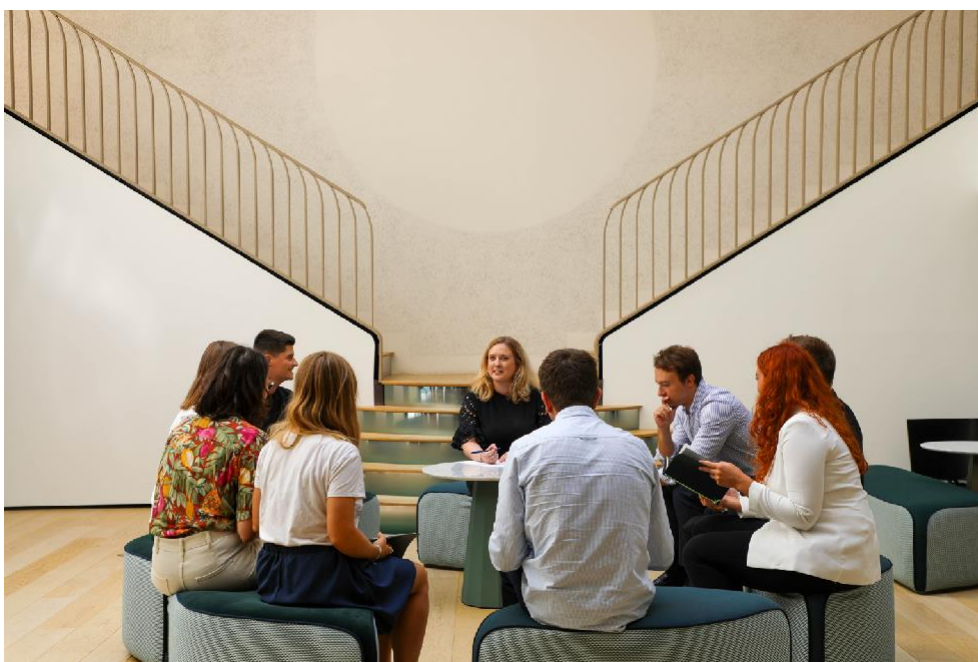
A bookshop featuring a selection of works dedicated to the world of jewelry and transmission will also be open to all.

In addition to workshops, “career conferences” will be organized and led by jewelry professionals. Free of charge and accessible to all, these conferences will be veritable venues of dialogue and sharing, highlighting personal and career paths that, while often not well known to the general public, nonetheless represent essential aspects of the jewelry creation process.

The program of events at L'ÉCOLE, School of Jewelry Arts in Lyon can be found at the following address: **www.lecolevanclleafarpels.com/fr-lyon/en**

Prices are tailored to suit the needs of different categories of participants. For students and job-seekers presenting proof of condition, courses are offered at a special rate of €15.

Dedicated round tables



Round tables on orientation and training for jewelry professions will enrich the event. These conferences will take place on the following dates:

- Saturday, November 25, from 3 p.m. to 4:30 p.m.
- Sunday, November 26, from 10.30 a.m. to 12 p.m.
- Wednesday, November 29, from 5 p.m. to 6.30 p.m.
- Saturday, December 2, from 3 p.m. to 4.30 p.m.
- Sunday, December 3, from 10.30 a.m. to 12 p.m.

These discussions, entitled “*Orientation and Training for Jewelry Professions*,” will let young people and adults in career re-orientation engage in direct dialogue with the Maison’s Human Resources team around the subjects of professional orientation and reorientation, as well as the accessibility of jewelry occupations following suitable training.

The workshop will conclude with a Q&A session during which participants can interact individually with speakers.

Members of the Van Cleef & Arpels Human Resources team will participate in these events alongside *Pôle emploi*, the French national employment bureau, to help orient job-seekers. Transitions Pro, an organization specializing in reorientation services for professionals, will also be in attendance, along with a jewelry school to guide young people interested in working in the sector.

A Lyon-based event

Van Cleef & Arpels chose the city of Lyon, home to one of its Jewelry Workshops, to host the initiative. This region boasts a dynamic jewelry culture, thanks in particular to the presence of workshops and renowned jewelry schools. The InterContinental Lyon – Hotel Dieu will thus host this week of discovery and interaction with experts from November 25 to December 3, 2023, with a view to promoting this exceptional savoir-faire.

As of October 11, 2023, a photographic exhibition dedicated to jewelry professions will offer a visual immersion into the details of pieces and the savoir-faire required to make them, as well as the different textures of gold.

The full program of the “de Mains en mains” event can be found at the dedicated website:

<https://demainsenmains.vancleefarpels.com>



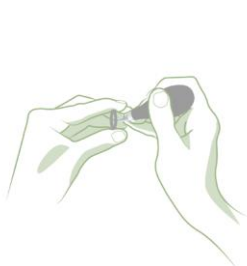
InterContinental Lyon – Hotel Dieu
© Eric Cuveillier

A series of films and podcasts

On the website dedicated to the initiative, people considering a career in the jewelry professions can take advantage of videos, special offers and a map of available training programs.

They can also explore audio and video content providing detailed insight into the daily life of Van Cleef & Arpels craftsmen. Videos portray the specificities of the different skill sets, while podcasts offer input from professionals at the Maison, as well as participants in previous “de Mains en mains” events. For example, Oumou discovered the initiative in 2021 and is now enrolled in a Jewelry program at the SEPR vocational training center in Lyon.

These personal stories, all radiating passion and sincerity, highlight the opportunities available in the jewelry professions, as well as their accessibility.



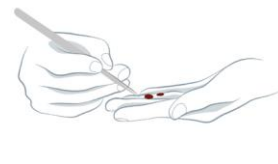
Gem setter



Sketch artist



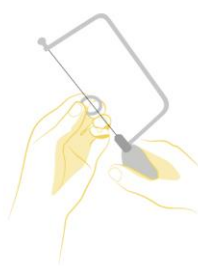
Caster



Stone expert



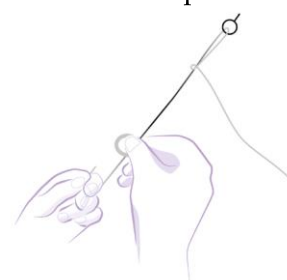
3D designer



Jewelry maker



Model maker



Polisher



Lapidary



Diamond cutter



Stringer

A LONG-STANDING COMMITMENT TO EDUCATION

Illustrating the values of transmission and education it holds dear, Van Cleef & Arpels takes action to champion jewelry culture and perpetuate excellence in craftsmanship. This commitment is visible through regular collaboration with top-ranking educational establishments (particularly the *École de Bijouterie Joaillerie de Paris*, the *École Boulle* and the Chair of Exceptional Savoir-Faire at ESSEC Business School), as well as the SEPR vocational training center in Lyon, the *Lycée professionnel Amblard* in Valence and the LPO Rempart-SEP Vinci vocational high school in Marseille.

This educational agenda was central to the creation of L'ÉCOLE, School of Jewelry Arts in 2012. Founded at Place Vendôme, L'ÉCOLE introduces the public to the world of jewelry through courses, conferences, exhibitions, videos and publications. These diverse initiatives embody the Maison's connection to younger generations, with a view to ensuring a broad appeal for jewelry professions among the potential craftsmen of tomorrow.



Van Cleef & Arpels



EXCELLENCE IN SAVOIR-FAIRE SINCE 1906

Founded in Paris in 1906, Van Cleef & Arpels came into being following the 1895 wedding of Alfred Van Cleef, son of a lapidary, and Estelle Arpels, daughter of a dealer in precious stones. Partnering with Estelle's brothers – Charles, followed by Julien and later Louis – the couple opened the first Van Cleef & Arpels boutique at 22 Place Vendôme. The Maison has never moved from that mythical address.

Over the decades, the creativity and excellence of the High Jewelry Maison earned it a reputation as a worldwide reference. Between ingenuity and poetry, Van Cleef & Arpels maintains an eminently recognizable style that has given rise to many signature pieces and styles: the Minaudière, the Zip necklace, not to mention the Alhambra motif. The Mystery Set technique, a true feat of jewelry-making patented in 1933, remains a prime example of the Maison's iconic savoir-faire. Its secret lies in golden rails upon which specially cut stones are meticulously placed, one by one. Once in position, the gems perfectly cover the surface of the piece, lending it a velvety glow with no metal visible. Stone selection by Van Cleef & Arpels, as well as the savoir-faire of its master craftsmen, have brought forth enchanting jewelry and watch collections. Drawing inspiration from sources such as nature, couture, dance and imaginary worlds, the Maison is a gateway to a timeless universe of beauty and harmony.

Since its creation, Van Cleef & Arpels has relied on its High Jewelry expertise as a remarkable source of inspiration and creativity. From initial sketches to the selection and setting of gemstones, each of the Maison's collections expresses the excellence of its savoir-faire.

EXCEPTIONAL CRAFTSMEN

Mathieu Robin and Thomas Deschères, 2023 Craftsmen of the Year

Plying their trade in the Lyon Workshops, Mathieu Robin and Thomas Deschères won the 2023 Craftsman of the Year (*Meilleur Ouvrier de France*) competition. This title carries with it an important historical legacy, testifying to contenders' dexterity, knowledge of traditional and modern techniques, as well as their creativity.

By successfully completing this examination, the two experts in jewelry-making techniques demonstrated their consummate savoir-faire, as well as the patience and attention to detail they practice on a daily basis.



NEW JEWELRY WORKSHOPS IN THE MAKING

To promote integration of skills within the Maison and transmission of precious savoir-faire, Van Cleef & Arpels chose to open two new Workshops in the Auvergne-Rhône-Alpes Region: one in Châteauneuf-sur-Isère, adjacent to Romans-sur-Isère, and the other in Dorat, close to Thiers.

These Workshops will ultimately be able to host some 250 craftsmen each, in sites easily accessible from Lyon, Paris and Geneva – where the Maison is already present – with the aim of establishing strong synergies among the different manufacturing sites. They will employ craftsmen having earned official academic qualifications, as well as experienced professionals embarking on career transitions.

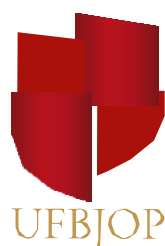
This project was made possible thanks to the support of the Auvergne-Rhône-Alpes Region, the Auvergne-Rhône-Alpes Entreprises Agency, the Valence Romans Metropolitan Area and the Thiers Dore and Montagne Association of Municipalities.



© AFAA Architecture Agency

Event partners

PARTNERS COMMITTED TO PASSING DOWN
KNOWLEDGE



The *Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres & des Perles* (UFBJOP) is a trade union representing all jewelry industry players in their dealings with public authorities. UFBJOP also provides members with legal and labor-related information (circulars, news, meetings, conferences, etc.). Heir to a time-honored history dating back to the 13th century, UFBJOP stands out as a unique interface where professionals' concerns, market needs and sector-wide strategies for the future come together. It has become the primary contact for the profession as a whole.



The Auvergne-Rhône-Alpes Region, together with the Auvergne-Rhône-Alpes Orientation association, contributes to integrating Van Cleef & Arpels within the region. The Auvergne-Rhône-Alpes Orientation association brings together organizations active in the fields of career counseling, occupational advocacy and training, as well as economic players, local and national institutions and consular networks, with the overarching goal of providing coordinated information on academic and professional orientation.

COMITÉ COLBERT

Depuis 1954

Comité Colbert is an association bringing together 93 French luxury maisons and 17 cultural institutions. Its missions include promoting and ensuring a bright future for prime luxury professions. Each year, this institution provides special training in the specificities of the luxury sector for 24 student designers from the *École Nationale Supérieure des Arts Appliqués et Métiers d'Art* (ENSAAMA). Against this backdrop, two students were tasked with developing a graphic identity project for Van Cleef & Arpels' "de Mains en mains" initiative.

L'ÉCOLE, SCHOOL OF JEWELRY ARTS



A singular learning venue that introduces the general public to the world of jewelry, L'ÉCOLE, School of Jewelry Arts is moving to Lyon for the “de Mains en mains” event. L'ÉCOLE offers a full program of classes and conferences presented by jewelry artisans, historians and gemologists.

PROFESSIONAL PATHWAYS PARTNERS WORKING TO HELP YOUNG PEOPLE ENTER THE JOB MARKET



Created in 1998, Sport dans la Ville is the leading French association promoting professional integration through sports. It implements programs focused on employment to help each beneficiary access training, find a job or start a business.

Télémaque

Founded in 2005, Télémaque is dedicated to revitalizing social mobility as of junior high school. The association implements twofold “academic-professional” mentoring programs to support enthusiastic and motivated students from underprivileged areas.



Created in 2015, ViensVoirMonTaf helps 9th grade students in priority education areas by giving them the means to create an initial professional network. This form of support is instrumental in securing internships in line with their professional aspirations.



Bleu Network champions the cause of autism awareness and works to improve the lives of people suffering from autism by promoting professional inclusion. The Network provides multi-disciplinary follow-up for people with autism from childhood through to adulthood.

PARTNERS SUPPORTING CAREER TRANSITIONS FOR ADULTS



Transitions Pro, formerly known as Fongecif, is a nationwide network of 18 structures entirely dedicated to professional retraining projects, coordinated by the national joint association Certif Pro. Active throughout France, Transitions Pro associations are the sole organizations accredited to finance professional retraining for private-sector employees.



The number one player in the French job market, Pôle emploi is committed to helping job-seekers return to work, while providing companies with solutions tailored to their recruitment needs.

PROFESSIONAL PATHWAYS PARTNERS: JEWELRY TRAINING SCHOOLS



In partnership with Van Cleef & Arpels, four schools dedicated to jewelry professions – the *Haute École de Joaillerie de Paris*, the SEPR in Lyon, the *Lycée professionnel Amblard* in Valence and the LPO Rempart-SEP Vinci vocational high school in Marseille – work directly with Professional Pathways participants. These institutions offer a variety of training opportunities: the *Haute École de Joaillerie de Paris* features programs ranging from initial vocational training (CAP) to MBAs, while the schools in Lyon and Valence offer programs ranging from the CAP to the *Diplôme National des Métiers d'Art et du Design* (DNMADE). Participants also receive information about the Jewelry program at the LPO Rempart-SEP Vinci vocational high school in Marseille. These four institutions alternate to welcome the general public, and some of them also host round table discussions and respond to participants' questions.

Other institutions such as the Saumur Jewelry Institute and the Fernand Forest Professional High School will be presented to participants upon their arrival at the Professional Pathways seminars, or when logging on to the event website in the form of a map of France indicating the various training programs available in the fields of jewelry, design and gemology.



Driven by a passion for the French language, Atelier de la langue française is committed to promoting universal access to culture by encouraging transmission and sharing through a variety of events including the *Journées de l'Éloquence*, the *Grande Finale d'Éloquence* – France's leading oratory competition – as well as educational activities in secondary schools to raise awareness of the persuasive power of speech. The association is in charge of providing public speaking lessons to students participating in the Professional Pathways initiative, in preparation for a specific forum where they will paint a verbal picture of their experience before their peers, teachers and members of the Van Cleef & Arpels teams.

Detailed information on the “de Mains en mains” (from Hands to hands)
event are available at the following address:
<https://demainsenmains.vancleefarpels.com>



*#VCAdeMainsenmains #VCAsavoirfaire
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