

## Eponymous Brands in Jewellery Market; an Overview

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There are different sources of names in Jewellery brands. But many of jewelries companies are named eponymously after their founders. In this manuscript, I am highlighting on selected eponymous jewelries brands originated from Australia and New Zealand (Table.1); France and Switzerland (Table.2); and Italy (Table.3). It is hoped that, I can elaborate on more eponyms from other countries in the future issues of this journal. I want to stress on the fact that, the men and women behind these companies deserve a special attention. Their success stories are educational and a source of inspiration for all the generations. Their histories are worth to be reminded from time to time. Patience, perseverance, donations, helping their communities and world as well as many other good things is to be learnt from their stories.

**Table.1: Selected Eponymous Brands in Jewellery Market linked to Australia and New Zealand (Listed Alphabetically)**

Eponymous brands in Jewellery Market	The year of establishment	Headquarters	Remarks
Hoskings Jeweller	1945	Victoria, Australia	Named for, the late Mr. Perc Hosking, who established it in Frankston Victoria, on his return from the Second World War. The company proudly has input from 3 generations of the family group. Hosking's began as a small watch repair business, with a small budget and grand vision to become one of Australia's leading jewellery, watch and giftware companies. Available at; <a href="http://www.hoskings.com.au/">http://www.hoskings.com.au/</a>
Kailis Jewellery	1974	Western Australia , Australia	Evolving over more than three decades, Kailis has become the trusted source for the world's finest Australian South Sea pearls and fine jewellery. Named after Patricia Kailis, (figure.1). Available at ; <a href="https://www.kailisjewellery.com.au/">https://www.kailisjewellery.com.au/</a>
Michael Hill Jeweller	1979	Brisbane, Australia	Specialty retailer of jewellery in North America and Oceania. Named after Sir (Richard) Michael Hill KNZM , born in 1938. (Figure.2). He is a New Zealand jeweller, entrepreneur and philanthropist. More information about the company is available at; <a href="http://www.michaelhill.com.au/">http://www.michaelhill.com.au/</a>
Partridge Jewellers	1877	Wellington, New Zealand	It is a luxury jewellery manufacturer and retailer operating in New Zealand. Named after Partridge family; a six-generation New Zealand-owned jeweler.(figure.3). More information is available at; <a href="http://www.partridgejewellers.com/">http://www.partridgejewellers.com/</a>

**Table 2: Selected Eponymous French and Swiss brands in Jewelleries Market (Listed Alphabetically)**

Eponymous brands in Jewelleries Market linked to France and Switzerland	The year of establishment	Headquarters	Remarks
Cartier	1847	Paris, France	It designs, manufactures, distributes and sells jewellery and watches. It is named for its founder; the jeweller, Louis-François Cartier (1819-1904), (figure.4). More information is available at; <a href="http://www.cartier.com">www.cartier.com</a>
Chopard	1860	Geneva, Switzerland	It is a Swiss-based luxury watch, jewellery and accessories company. Named for its founder, Louis-Ulysse Chopard (1836 – 1915), (figure.5), who was a Swiss watchmaker? More information at; <a href="http://www.Chopard.com">www.Chopard.com</a>
Louis Vuitton	1854	Paris, France	It is a French fashion house. Named after its founder; Louis Vuitton (1821 –1892), (figure.6), who was a French businessman.
Piaget SA	1874	Geneva, Switzerland	It is a Swiss luxury watchmakers and jewellers .Named for its founder, Georges Édouard Piaget (1855-1931), (figure.7). More information is available at; <a href="http://www.Piaget.com">www.Piaget.com</a>
Van Cleef & Arpels	1896	Paris, France	It is a French jewelry, watch, and perfume company .It is established by Alfred Van Cleef (1872-1938), (figure.8) and his uncle Salomon Arpels (1846 – 1903).More information is available at; <a href="http://www.vancleef-arpels.com">www.vancleef-arpels.com</a>

**Table 3: Selected Eponymous Italian Brands in Jewelleries Market (Listed Alphabetically)**

eponymous brands in Jewelleries Market	The year of establishment	Headquarters	Revenue	Remarks
Armani	1975	Milan	€1.8 billion (2011)	It is an Italian fashion house.( <a href="http://www.giorgioarmani.com">www.giorgioarmani.com</a> ) .It is named for Giorgio Armani (1934- ), (figure.9) who is an Italian fashion designer
Bulgari	1884	Rome	€1.069 billion (2010)	It is an Italian jewelry and luxury goods brand .( <a href="http://www.bulgari.com">www.bulgari.com</a> ) .It is named for jewelry designer , Sotirio Bulgari ( 1857–1932).(Figure.10) .In Italian language the word Bulgari means "Bulgarians" or people of Bulgarian descent.
Damiani	1924	Valenza	€151.6 million (2012)	It is an Italian luxury jewelry corporate group . ( <a href="http://www.damiani.com">www.damiani.com</a> ).It is named for Enrico Grassi Damiani, (Figure.11), who was an Italian jeweler.
Gucci	1921	Florence	€4.7 billion (2012)	It is an Italian fashion and leather goods brand, part of the Gucci Group, which is owned by the French company Kering. ( <a href="http://www.gucci.com">www.gucci.com</a> ).It is named for Guccio Gucci (1881 –1953), (Figure.12), who was an Italian businessman and fashion designer.
Versace	1978	Milan	EU€79.2 million (2013)	It is an Italian fashion company, named after its founder Gianni Versace (1946 –1997), (Figure.13), who was, an Italian fashion designer .

**Figure.1: Patricia Kaili**



**Figure.2: Michael Hill**



**Figure.3: Partridge Family: Three generations of Wellington jewellers, from left, Ray Partridge, Nikki Partridge and Grant Partridge**



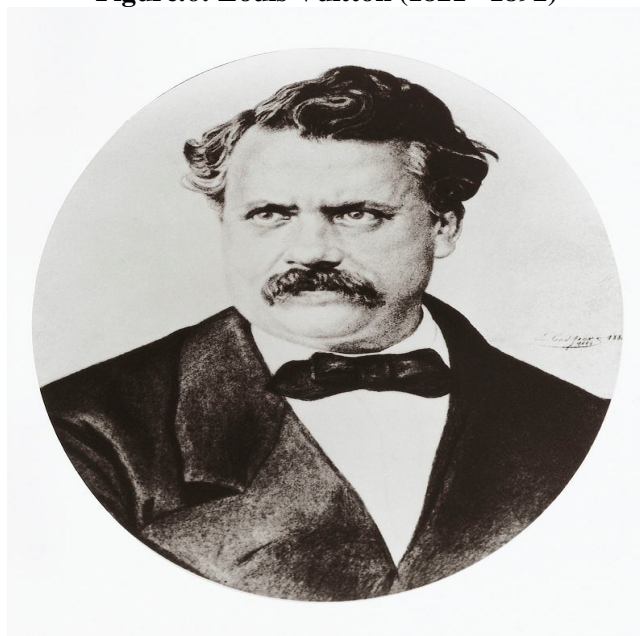
**Figure.4: Louis-François Cartier (1819-1904).**



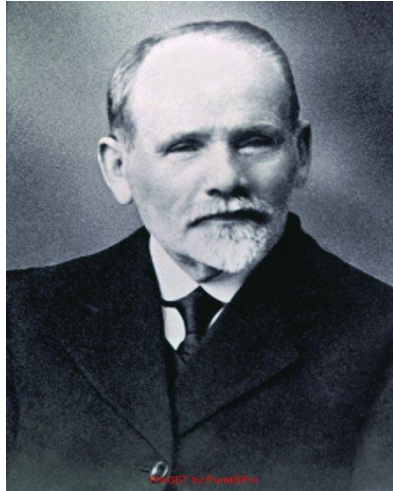
**Figure.5: Louis-Ulysse Chopard (1836 – 1915).**



**Figure.6: Louis Vuitton (1821 –1892)**



**Figure.7: Georges Édouard Piaget (1855-1931)**



**Figure.8: Esther Arpels and Alfred Van Cleef on their marriage day, 1896**

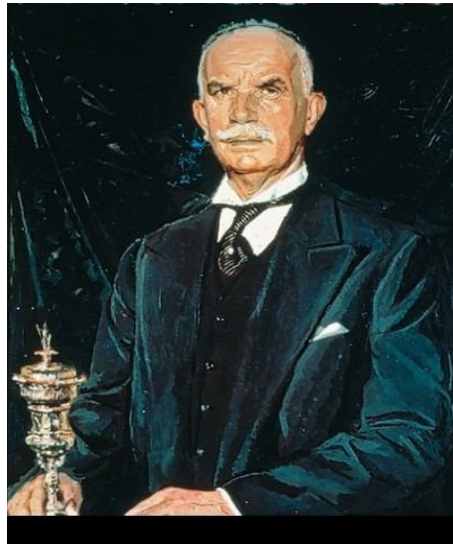


**Figure.9: Giorgio Armani**





**Figure.10: Sotirio Bulgari (1857–1932)**



**Figure.11: Enrico Grassi Damiani.**



**Figure.12: Guccio Gucci (1881 – 1953).**



**Figure.13: Gianni Versace (1946 –1997)**

