

# ANNOUSHKA GAZETTE

CORONATION EDITION | MAY 2023



### HOW THE KING GOT HIS HANDS ON THE CROWN

(FOR THE FIRST TIME)

Interview Page 4



### GIDDY UP FOR CHARITY AT GOODWOOD

The Brilliant Breakfast Prince's Trust SUPPORTED BY WAITROSE A PARTNER



### PRINCESS OF PEARLS



# THE JEWEL IN THE CROWN

BRITISH FINE JEWELLER  
ANNOUSHKA LAUNCHES LIMITED  
EDITION CROWN CHARM TO  
MARK THE CORONATION

**Queen of Gems** Royal Correspondent

In a continuation of her reign as “Queen of Charms” British fine jewellery designer Annoushka has designed a limited-edition commemorative Locket Crown Charm to mark the Coronation of King Charles III on May 6th 2023.





The intricately detailed Locket Crown Charm will be a miniature representation of the St Edward’s Crown, which will be worn by King Charles III when he is anointed King. The St Edward’s Crown is shrouded in history, dating back to 1661 and was last worn at the Coronation of the late Queen Elizabeth II. Crafted in

solid gold and weighing nearly 5lbs, this unique crown contains 444 gemstones and is only ever worn once, by the incoming monarch.

Slighting less weighty, but no less special, Annoushka’s Crown Charm will be crafted in 18ct yellow and white gold. A central carved amethyst, representing the purple velvet cap, will be surrounded by emeralds, yellow and blue sapphires, rubies and amethysts, with black diamonds and white diamonds to finish.

Continue on Page 2





A CHARM IS A MAGIC PIECE OF JEWELLERY A TALISMAN A TRINKET OR A TOKEN.

Anoushka



## NEWS

# LIMITED EDITION CROWN CHARM

BRITISH FINE JEWELLER ANNOUSHKA LAUNCHES LIMITED EDITION CROWN CHARM TO MARK THE CORONATION

Continued from Page 1

Capturing the specialness and exquisite detail of the real-life crown, Annoushka has made just 100 limited editions of the Crown Charm, each numbered and marked with the official Coronation Hallmark - making these detailed miniatures, true pieces of history. Never one to resist an element of surprise, Annoushka has incorporated a hidden chamber, opening at the base to reveal a place for a special memento.

Just when you thought this precious miniature was the jewel in the crown, the storytelling fine jeweller has gone one step further and reimagined King Charles' life in seven charms. As per her top ranking podcast explains, charms are the perfect thing to mark memories and

milestones, capturing meaning and detail. As Annoushka has proven over her 30 years design career, first with Links of London and then her eponymous brand Annoushka, there really is a charm for every moment.

The seven figurative charms imagined in sketch form, touch on the many facets of our future King and of the interesting life he's led. From his environmental pursuits, represented by a spinning globe, to a pair of well-worn boots, which speak to his love of walking and for his rather infamous breakfast of choice, a beautiful and perfectly formed boiled egg! Others include two little boys for William and Harry and a pair of clasped hands, a dedication to his lifelong charity The Prince's Trust.



My Life In Charms is a commissionable service, as well as a podcast, hosted by Annoushka. For more information visit this link <https://www.annoushka.com/uk/about-annoushka/the-annoushka-podcast/>



## A REGAL HISTORY

**Daisy Diamond** Culture Editor

With one of the most memorable, historical moments of our time just around the corner; the Coronation of King Charles III, we wanted to touch on the magnificent Crown which inspired Annoushka's latest charm.

Dating back to 1661 the St Edward's Crown was made for the coronation of Charles II to replace the medieval crown melted down by parliamentarians in 1649, after the execution of King Charles I.



Commissioned by the Royal Goldsmith, Robert Vyner, the solid 22ct gold frame weighs 2.23kg (nearly 5lbs) and is adorned with 444 gemstones, including rubies, sapphires, garnets and tourmalines. The dazzling frame



sits a top a velvet cap and is trimmed with an ermine band.

As per tradition, King Charles III will wear the St Edward's Crown when he is officially declared as King during his Coronation on the 6th of May. This will be the first and only time that Charles will wear this crown and it has only ever been worn by six monarchs with the late Queen Elizabeth II being the last to wear it in 1953.

## RING-A-DING

**Ruby Charm** Jewellery Editor

Jewellery designer Annoushka Ducas MBE may have first designed her Crown Ring six years ago, but the regally inspired ring has remained a bestseller for jewellery lovers. You can wear it singly and be very happy, but there is also lots of fun to be had by combining two or more, as there are so many ways to do it: back to back, stacked, and interlaced. It really is a playful piece.

Like many new ideas, it came about some what by accident. Annoushka wanted to be able to stack one ring on top of the other without it finishing abruptly, in a flat line, so she designed a ring with a delicate, textured finish.

Inspired by the never-ending styling possibilities of stacking rings, Annoushka has since introduced an assortment of rings to sit alongside and indeed interlace with the Crown, including Marguerite – a floral-inspired white gold

and white diamond collection.

To crown it all (apologies), Annoushka released an extremely limited-edition Jubilee version of the classic Crown ring, this time in platinum, naturally, and featuring rubies, diamonds and sapphires as a nod to the Union flag. 7 were made and 7 were sold, but thanks to her Bespoke Service, you can create your own unique Crown rings – fit for a king or queen!



Crown 18ct  
White Gold &  
Diamond Ring  
£3,400



# A ROYAL MARK

**Sapphire Blue** Jewellery Editor

On April 18th 2023 the long-awaited Co-ronation Hallmark was finally revealed in a grand ceremony at Buckingham Palace. The celebratory hallmark, which will be used to mark all official coronation memorabilia, features a design that incorporates the royal cypher, crown and sceptre. Commemorative hallmarks are a long-standing tradition, dating back to the 4th century when Emperor Constantine the Great issued coins to celebrate his victory over his rival Maxentius. In recent history, the late Queen's Diamond Jubilee in 2012 and the wedding of Prince William to the Princess of Wales in 2011 were both marked with limited edition hallmarks – each representing a unique moment in time. With a love of storytelling through jewellery, each of Annoushka's limited edition Crown Charms will be numbered (1-100) and hallmarked, making them true pieces of history.



18ct Yellow Gold  
Amethyst & Diamond  
Coronation Crown  
Locket Charm  
£4,500



# A PLATINUM MOMENT

**Emerald Smith-Jones** Culture Editor

The upcoming Coronation is not the first-time designer Annoushka Ducas MBE has chosen to commemorate a historic moment. To mark the late Queen Elizabeth's Platinum Jubilee, Annoushka launched two playful limited-edition charms: a Corgi charm, depicting the Queen's favourite furry friend, a top velvet cushion and an Orb Charm – a reminder that there really is a charm for every moment. The 18ct gold charms were launched in May 2022, two weeks ahead of RHS Chelsea Flower Show, where Annoushka also adorned the Bullring Entrance with three supersized wicker crowns – a record-breaking floral installation in partnership with florist

Lucy Vail. Annoushka will be exhibiting at Chelsea Flower Show again this year – for more information visit <https://www.annoushka.com/uk/stories/annoushka-x-david-harber>.

These magical jewels are timeless and offer us guidance, love, luck and protection when we need it most. Moreover, they have become a touchstone and reminder for evoking our most precious memories and milestones.

'My Life in Seven Charms', Annoushka's personal podcast and bespoke charm service, reveals the most evocative memories from inspirational women and replicates these with 7 uniquely personal 18ct gold charms that they can cherish.

# QUEEN OF CHARMS

**Ruby Charm** Jewellery Editor

What do you get someone who has everything? Well, Annoushka Ducas MBE of Annoushka Fine Jewellery cites her bespoke service My Life In Charms, as the ultimate bespoke gift. "When you think about it, there's nothing that can capture one's major life moments like jewellery – a memoir is lovely but it's not visual, a portrait OK, but that's not got the gorgeous tactile quality," says Ducas, who has been collecting her own charms since she was five when her mother would bring small tokens back from exotic trips abroad. Working with Annoushka personally, the bespoke service allows clients to pinpoint exact memories which she then reimagines as tiny, precious miniatures. Each commis-



sion is presented in a beautifully bound and personalised jewellery box. Designed like a book, it opens to reveal suede-lined compartments which house the individual precious charms. These charms are designed as a collection; however, they can be worn individually; playfully clipping on and off a choice of bracelet or necklace.

Explore this unique service by visiting <https://www.annoushka.com/uk/bespoke/my-life-in-charms/>



# CHARMING! RIHANNA TURNS HEADS ONCE MORE

**Jessica Jewel** Entertainment Editor

It's not just the royals who love Annoushka jewellery, Pop Princess Rihanna was spotted wearing an Annoushka charm bracelet while out and about in LA last month. Rihanna's partner A\$AP Rocky gifted the piece to the superbowl star to mark the birth of their first baby in 2022. The 10 charms include a mermaid, lucky clover, love letter and mushroom, each thought to resemble something personal for the singer. Shop the look by visiting the <https://www.annoushka.com/uk/18ct-gold-diamond-charm-bracelet-B0027566.html>



18ct Gold Diamond Paw Print  
Charm Pendant £5,500



INTERVIEW

# MY LIFE *in* SEVEN CHARMS

## LADY ANNE GLENCONNER

Annoushka Ducas MBE has been collecting charms for as long as she can remember and designed 100's over her 30-year design career. In her podcast "My Life In Seven Charms", she explores their unique ability to evoke memory and meaning with inspiring guests including Denise Lewis, Angela Hartnett, Alice Temperley and Jung Chang, as they reveal their lives in seven charms.

In Series 1, Annoushka sat down with the au-



thor of the award-winning Lady In Waiting and Murder on Mustique - Lady Anne Glenconner. Born into the richest social hierarchy of the English aristocracy in the 1930's, stitched into the tapestry of the Royal household over decades, and then plunged into the hedonistic, louche world of the super-rich, created by her husband Colin, Lord Glenconner on Mustique. And now, a late flowering writer. Described as candid, kind, witty, and self-questioning, here is a small extract from her fascinating episode.



Annoushka:  
So we come to the coronation. And of course your next charm has got to be a crown. So I thought we'd try and replicate it as far as possible. But I don't want to make it kind of thimble sized, but difficult to replicate. It's got 2,868 diamonds on it.



Lady Anne:  
Absolutely lovely. It's got sort of sapphires and rubies, I can see. Absolutely ravishing.

Annoushka:  
I want to try to get the fleur de lis and the cross, and all of those things. And the purple velvet cap, I thought we'd carve that out of amethyst.

Annoushka:

It would be really pretty, but I'm not going to manage to get the 2,000 odd diamonds into it!

Lady Anne:  
No, well, I think that may be asking a bit much. But I must say, The Queen did look fantastic in it, don't you think - although it weighed a tonne.

Annoushka:  
I've got to ask, did you ever try it on?

Lady Anne:  
No, no, no!! I wouldn't dare touch it. No, no, completely sacred. Prince Charles got his paws on it when we got back to Buckingham Palace though! Because The Queen took it off, put it on a table, and Prince Charles made a beeline for it!! And we thought he was going to drop it! We thought, oh my goodness, that would be a bad omen. But luckily, I think my mother, as a Lady In Waiting, seized it from him and took it away.



Annoushka:  
Oh my goodness!! And it weighs four kilos or something, doesn't it?

Lady Anne:  
Yes, well The Queen used to wear it when she was writing letters. I think Prince Charles says he remembers going in and seeing her in it and asking why she was wearing it and she said she was practising!

Annoushka:  
That's amazing. I love the idea of her sitting there with it on, just writing a letter.

To listen to the full interview, search My Life In Seven Charms Podcast.





T H E P O D C A S T

# MY LIFE *in* SEVEN CHARMS



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STYLE



Kate Middleton, Princess of Wales

# PEARL POWER

Pearl May Style Editor

We love a pearl. They're an oldy but a goody (traced back as far as the 5th century after a fragment of pearl was found in the sarcophagus of a Persian princess, now displayed in the Louvre) but when styled well, nothing about pearls is ancient.

The Chinese used to decorate the crowns of emperors and sacred statues of Buddha in pearls, whilst in Ancient Rome Julius Caesar made it prohibited for pearls to be worn by the working classes. During the 15th century the discovery of pearls in Central and South America led to the 'Pearl Age'.

Worn as a form of adornment for centuries, pearls became a symbol of nobility, status and power across many cultures. Over this time the pearl trade boomed and in Elizabethan

England it was the royals that could be seen wearing them.

To this day, pearls are still adorned by state and pop royalty alike, in recent years everyone from Harry Styles to Rihanna have adopted the gemstone. The late Queen Elizabeth was rarely seen without her iconic three-strand pearl necklace, given to her by her grandfather King George V, when she was just nine. A symbol of mourning



18ct Gold & Diamond Pearl Earrings £1,320

## SISTERS NOT TWINS

Pearls are worn in their natural state, each with a unique colour and lustre of their own. No pearl is alike or a perfect match and it is this individuality that makes them so special. At Annoushka, we say our pearl earrings are 'sisters, not twins', designed to complement each other's unique character and to showcase their natural beauty in their own right.

(said to represent tears) and power - pearls were a constant in the Queen's jewellery wardrobe wearing several similar pearl necklaces on rotation. The Queen was given her first pearl necklace by her father King George VI when she was only three years old; it had six pearls, which he added to every birthday thereafter. The Princess of Wales also appreciates the simplicity and beauty of the pearl, choosing to wear Annoushka's Baroque Pearl earring drops - making them a very sought after style.



British Vogue, Emma Raducanu



# THE MAGNOLIA CUP

Goldie Wonder Racing Correspondent

In 2022 the all-female amateur horse race, The Markel Magnolia Cup, at Glorious Goodwood was run for The Brilliant Breakfast in aid of The Prince's Trust. Marking the end of the British season, Annoushka hosted press, clients and special friends at the annual event which sees twelve female riders race for charity. The jockeys silks were designed by Roksanda Ilincic and included jewellery editor Kim Parker, who rode the Annoushka-sponsored filly "Queen of Charms". The annual race raised a record-breaking £324,000, the largest sum to be raised in the Magnolia Cups' 10-year history.



Annoushka Ducas & Kim Parker at Magnolia Cup

# A LONDON LINK

Daisy Diamond Culture Editor

In 2012, Annoushka was awarded Most Excellent Order of the British Empire (MBE) by Queen Elizabeth II for her services to British jewellery industry, which spans three decades and began with a line of cufflinks, made for her mother's seafood company, and wittily evoked leaping salmon. The concept, and the humour, proved the starting point of the luxury brand, Links of London, which Annoushka and her husband, entrepreneur John Ayton, founded in 1990. Links made jewellery, principally crafted from silver and for men and women, widely available. Exemplary service and beautiful gift packaging also lent ease to the process of buying jewellery at Links. In 2006, when Annoushka and John sold the brand there were 50 Links of London stores in 25 countries.



Annoushka Ducas & John Ayton awarded with the MBE

# THE BRILLIANT BREAKFAST RAISES OVER £2.1M FOR THE PRINCE'S TRUST

Lucinda Lovelock Features Writer

Annoushka Ducas MBE founded and launched The Brilliant Breakfast in 2020 and since then has raised over £2.1m for UK charity, The Prince's Trust. The Trust was founded in 1976 by King Charles III to help vulnerable young people get their lives on track, supporting 11 – 30-year-olds who are unemployed or struggling at school and at risk of exclusion.

The Brilliant Breakfast fundraising is specifically directed to helping disadvantaged young women, setting them up for life with the skills and confidence to find employment.

Annoushka asks that as many people as possible host their own breakfast during a week every October and then make a donation to The Prince's Trust which has seen hundreds of friends, families and colleagues enjoy breakfast with each other.

With Waitrose on board as headline partner, there is plenty of recipe inspiration available but you can get involved whatever your cooking ability – with every cup of tea poured and slice of toast buttered, every person taking part is making a real difference to a young woman's life. Frances Milner, Director of Fundraising and Marketing, The Prince's Trust



The Brilliant Breakfast at Clarence House

said: "We're extremely grateful to Annoushka and The Brilliant Breakfast team for their incredible commitment to this nationwide event which, since it launched in 2020, has become one of the biggest public fundraising initiatives for The Prince's Trust."

Camilla Queen Consort hosted her own Brilliant Breakfast in 2021, where she met four extraordinary women who have benefited from

The Prince's Trust programmes. It also had the support of leading names, including Melanie C, Denise Lewis OBE, Claudia Winkleman, Joanna Lumley OBE, Trinny Woodall, Konnie Huq, Rod Stewart CBE and his wife Penny Lancaster.

The Brilliant Breakfast runs annually every October, this year between 9th-15th October. For more information or to register visit [www.thebrilliantbreakfast.co.uk](http://www.thebrilliantbreakfast.co.uk)

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SCAN TO GET INVOLVED





SUPPORTED BY WAITROSE & PARTNERS



18ct Yellow Gold Amethyst & Diamond Coronation Crown Locket Charm £4,500



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