

# ANNE - MARIE CHAGNON



PRODUCT KNOWLEDGE  
VIBRATION SS2019 COLLECTION



# ANNE - MARIE CHAGNON

## WHO ARE WE ?

*We are a jewellery brand that provides unique wearable art creations so that you feel empowered to express yourself.*

### ANNE-MARIE CHAGNON IS:

- A multidisciplinary artist and creative force whose creations have been praised all over the world. She creates over 1000 jewellery pieces annually.
- A brand of jewellery imagined, created and assembled by hand in Montreal for over 25 years.
- High quality and durable products.
- After sales services and competitive warranty policies.
- An exceptional creative process resulting in original and unique pieces.
- A brand that celebrates individuality and values social commitment.

### A STORY

Anne-Marie Chagnon founded her company in 1995 and chose to create, produce and assemble her jewellery by hand in Montreal to pursue the tradition of crafting superior quality jewellery in Canada. After more than 25 years in the industry and with a thriving popularity across 5 continents, her jewellery is still created and produced locally in our workshop located in the heart of Montreal's Mile-End. We even cast pewter, the key ingredient of her creations, in our own art foundry annexed to the studio.

First an artist, and then an entrepreneur, Anne-Marie Chagnon explores materials instinctively. She invents, shapes and sculpts exclusive pieces, as modern as they are timeless.

Her conviction: being your true self is remarkable.

### A LOVE OF PEWTER

Anne-Marie opts for pewter as her material of choice; a metal that allows her to give free rein to her imagination.

#### Pewter is:

- A malleable metal that allows Anne-Marie an artistic versatility.
- An adjustable material allowing our one-size rings to comfortably adjust from size 6 to 9.
- A silver-color shiny metal that does not tarnish and can be cleaned easily.
- A nickel-free, lead-free and cadmium-free metal.
- A hypoallergenic material that can be worn by anyone.

# A N N E - M A R I E C H A G N O N

## CUSTOMER SERVICE

### WARRANTIES AND REPAIRS:

- All our jewellery pieces are guaranteed for one year against all defects at no extra cost (a proof of purchase is required).
- All bracelet elastic bands and earring clasps are guaranteed for life.
- Since our jewellery is timeless, we repair any model ever created at a subsidiary cost.

*We repair, we reiterate, we exchange.*

### MAINTENANCE:

- To revive the brilliance of the pewter pieces, simply rub it with a dry cloth designed to clean silverware. If it still looks tarnished, you can scrub the pewter piece with a non-abrasive scouring powder (Lagostina's), then thoroughly rinse and dry before wearing the jewellery again.
- Do not use scouring powder to clean plated pieces (gold, copper, bronze or black nickel); they must be washed with a dry cloth only.



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# ANNE - MARIE CHAGNON

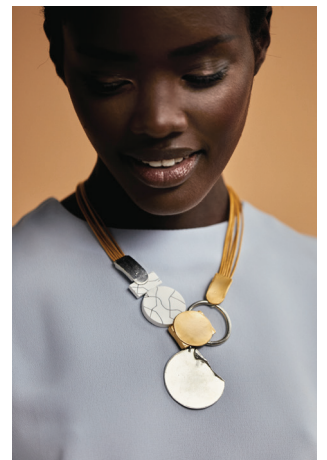
## VIBRATION SS2019

With Vibration, Anne-Marie plunges into a colorful and eclectic universe. Capturing a glimpse of the 80s where cocktails of electric colors were prominent, Vibration takes its name from the crystallized movements in the pieces that compose it: ripples, oscillations, tears, waves and cracks.

Embodying both warmth and freshness, this tropical-themed, rhythmic collection is a fun interpretation of the warmer seasons. It captures the comforting elements of spring and summer: the beach, the swirls and waves of the sea, nature in bloom, floating clouds and the midday sun. The collection's colors and patterns exude retro inspiration, summertime festivities, catchy music and cocktails pigmented by exotic fruit juices.

### VIBRATION SS2019 IS:

- A harmonious balance between rounded shapes and straight lines
- Rich and diverse textures
- Mixed materials
- A vibrant color palette
- 80's inspired pieces
- The heat and freshness of summer



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## VIBRATION: THE COLOR PALETTE

Mimosa



White



Calypso



Rose



Grenadine



Sky



Cocktail



Mist



Lollipop



Black



Marina



Sand



# ANNE - MARIE CHAGNON

## VIBRATION: THE MATERIALS

Pewter



Bronze plated



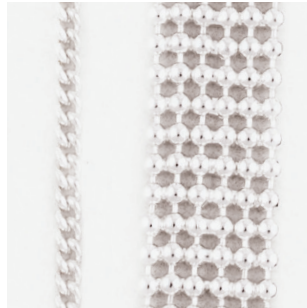
Gold plated



Freshwater pearl



Silver Art Deco Chain



Leather



Coloured Glass



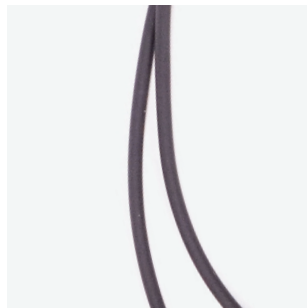
Resin



Wood



PVC



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## ANNE-MARIE'S FAVORITES

### THE RIPPED PEWTER CIRCLE:

Perpetually fascinated by roundness and circular shapes, Anne-Marie pursues her discovery of the circle and explores its possibilities. She transforms it, tears it, and deconstructs it, stripping it of its perfection. Thus, this exploration of form led to the torn pewter circle. Anne-Marie explains that this piece is not only an ode to imperfection and roundness, but is also inspired by an unexpected incident. While drawing, her son unwittingly ripped his sheet of paper. Inspired by this accidental gesture, she decided to tear a piece of the wax she had in her hands. Looking at beauty differently and embracing the flaws of material and human beings alike, she defies the norms of beauty and trends and makes this imperfect form the centerpiece of the collection.



### THE CRACKED RESIN:

Incessantly inspired by nature at its simplest form, Anne-Marie opts for the cracked resin piece that invokes the fractures of the desert soil dried by the arid sun. Mixing elements inspired by nature and a retro-like aesthetic, this piece is one of her favorites of the season as it immortalises a vibration in full swing.



### THE MARINA GLASS:

For this new collection, Anne-Marie seeks a fresh and vibrant color palette. Amongst her favorites is the glass piece in color Marina which combines light and dark; the ying and the yang. As if they were painted on by brushstrokes, the pigmented streaks refer directly to her love of acrylic painting; an art form to which she devotes herself and inspires many of her jewellery pieces. Moreover, this piece combines timeless hues of blues that will never go out of style.



# ANNE - MARIE CHAGNON

“ You don't need to wear jewellery. You wear jewellery the way you convey a message. It's a way of showing your difference. A way of being strong. For yourself first, then for others. ”

- Anne-Marie Chagnon

