



**700 Retailers in 19 Countries:
Quebec Jewellery Designer,
Anne-Marie Chagnon, Celebrates Career
Milestone with New Collection**

2018 Spring-Summer Collection – Point of Origin

Montreal, January 19, 2018 – Local creative force, Anne-Marie Chagnon, is celebrating a career milestone that places her eponymous line of avant-garde jewellery at 700 independent retailers, in 19 countries, across five continents; **Chagnon’s international success is largely uncharted territory for a Canadian jeweller. After over two decades of reinventing jewellery, Anne-Marie Chagnon has mastered the innate power and terrestrial beauty of raw, undervalued material and form.** To commemorate the momentous achievement—along with more than 20 years in business—Chagnon designed her SS 2018 collection, Point of Origin, as homage to her brand’s beginnings.

With 320 retailers in the United States including 41 museums and galleries, 270 retail outlets on home soil (with the majority located outside Quebec), as well as 30 in Japan and several in France and Russia, Chagnon has defied the odds—and redefined what it means to be a Canadian jewellery designer — by remaining true to her unique aesthetic and values. It is her idiosyncratic style and her reputation for innovative, transformable jewellery (whereby a necklace can convert to a bracelet and again to a pair of earrings), that have propelled her career, garnering the attention of Cirque du Soleil back in 2003, for instance, for whom she designed exclusive and signed collections sold worldwide for a decade. More recently, Chagnon was selected by none other than fashion icon, Iris Apfel, to be included in the collection of artwork sold at the Peabody Essex Museum in Salem, Massachusetts.

For Chagnon, staying true to herself has been key to her success and she believes that the women who wear her pieces reflect the same conviction. “We don’t need to wear jewellery,” the designer explains. “We choose to wear it to convey a visual message. It’s a way of asserting your individuality and your style without speaking a word.”

The 2018 SS collection features 139 styles available in all the hottest colours of the season including pearls, gold, raspberry, lagoon blue and sulphur yellow (aka Gen Z Yellow). Both timeless and actual, each and every bracelet, earring, adjustable ring and necklace embodies the Anne-Marie Chagnon difference – distinctive jewellery for remarkable women, handcrafted with her team of more than twenty artisans at her Montreal-based studio and art foundry.

For the first time in twenty years, Anne-Marie incorporates freshwater baroque pearls into her work. The pearl, along with all of Anne-Marie’s usual materials including pewter, glass, resin, leather and wood, reflects the transformative experience that occurs when a woman embraces her true essence and celebrates her inner beauty. With Point of Origin, Anne-Marie continues to honour the perfect imperfection, unicity, and singularity that make women so remarkable.

Discover the POINT OF ORIGIN Collection and join us in celebrating femininity in all shapes and forms!
annemariechagnon.com/2018collection-PointOfOrigin

Oh – and don’t forget to look into our brand new **fundraising Jewellery of Hope Collection – the PEARLS OF LIFE** to embrace hope in the fight against ovarian cancer. It is time to take down this “silent killer” – the deadliest gynecological cancer and second deadliest female cancer after breast cancer.

In the 2018 SS catalog and online at annemariechagnon.com/hope



About Anne-Marie Chagnon – annemariechagnon.com

Trained in visual arts at the Université du Québec à Montréal (UQAM), Quebec native Anne-Marie Chagnon has been creating wearable art since she was old enough to hold a welding torch. Since 1995, her modern and minimalist aesthetic has captured the attention of customers all over the world. Chagnon's contemporary approach to jewellery design has been the



driving force behind her career, resulting in high profile collaborations with companies like Cirque du Soleil, for whom she created several exclusive collections. She was also awarded with the Étoile de Mode award, at the Bijorhca Paris trade show among numerous other honours and accolades the designer-artist has received. Since giving back is in Chagnon's DNA, she designs two fundraising collections each year, for causes that she is passionate about. As a result, she was honoured with the YWCA Montreal's Women of Distinction Award in Entrepreneurship in 2015.

With the conviction to remain true to herself firmly in mind, she continues to create two seasonal collections each year for her like-minded customers the world over.

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Sources

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The PR Department

Information, interviews, samples and high-resolution images

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