



‘URBAN JUNGLE BY SELENA TREWARNE’ THE LAUNCH OF A NEW COUTURE JEWELLERY RANGE

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In a world where luxury is no guarantee of exclusivity and haute couture is in decline, one Melbourne jewellery designer goes against the trend, launching an exciting new range of couture jewellery.

In addition to being a couture jewellery designer and a diamond grader, **Selena Trewarne**, is a fourth generation jeweller.

Selena Trewarne’s designs are favoured by women with an interest in design and an eye for detail.

On the subject of her reasons for launching the collection, **Selena Trewarne** observed,

“I had been experimenting with lots of individual designs for clients using a range of gemstones and other materials, and after lots of positive feedback and good sales, I decided the time was right to combine all my ideas into a full range: Urban Jungle by Selena Trewarne.”

“My jewellery designs are for women who want luxury and exclusivity. They want to wear a truly ‘one-off’ piece, which can even be custom designed for the client if required. With my designs, there is never any risk of finding the person next to you wearing the same piece.”

“My mother was a jewellery designer and gemologist. She taught me to appreciate rare and beautiful jewellery and gemstones from a young age. She is such an inspiration for me, as she was one of the first female jewellery designers in Melbourne. My mother introduced the concept of custom designed engagement rings to thousands of Melbourne brides in the sixties and seventies, who prior to this, had very little to choose from...”

Prices for individual pieces from **Urban Jungle by Selena Trewarne** start from an affordable **\$150** up to **\$3,000** depending on the type and number of gemstones used. The range includes necklaces, bracelets, earrings and increasingly popular lariats, a long rope of jewellery, which can be worn as a necklace or belt, tied or loose.

Selena Trewarne uses gold, silver, opal, jade, amethyst, South Sea pearls, citrine, smoky quartz, rose quartz, turquoise and antique coins in her designs. Each piece also features Selena’s own stamp, which is in the form of a silver charm, stamped ‘selena’.

Because custom made pieces are so popular with women, Selena is also able use a client’s favourite gems or those with sentimental value, for example, grandma’s pearls or other family heirlooms can be incorporated into personalised designs.

Selena has just left Melbourne for an extensive trip through South America, both to gain inspiration for new designs, and obtain precious and semi-precious gemstones for her next collection.

As Selena remarked prior to leaving,

“It’s vital to ensure I obtain the highest quality gemstones, and the range of stones I need to make my pieces unique. By going overseas to select the stones myself, I am able to ensure this.”

“Travel is also a chance to expand one’s horizons and be inspired by different cultures. South America is a place where ancient civilizations and Latin culture have blended with fascinating results. I expect to come back with heaps of inspiration for my new collections,” she added.

For jewelry images, fashion shoot product requests or to arrange an interview with Selena Trewarne:

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BIOGRAPHY - SELENA TREWARNE

- 1997 **Selena Trewarne** starts working at Trewarne Fine Jewellery.
- 2000 **Selena Trewarne** starts designing jewellery made of silver, gold and precious stones
- 2001 Lived and worked in London. Traveled throughout Europe, North America and Asia.
- 2002 Begins designing individual jewellery pieces for private clients
- 2003 **Selena Trewarne** undertakes studies in jewellery and gemstones at GAA (Gemological Association of Australia). Completes diamond grading course.
- 2004 Selena Trewarne** begins designing pieces for her own couture jewellery collection.
- 2005** Launches **Urban Jungle by Selena Trewarne**.

In July **Selena Trewarne** travels to Central and South America to source gemstones for her exclusive new jewellery collection.

ABOUT TREWARNE FINE JEWELLERY

Established in 1932, **Trewarne Fine Jewellery** is a privately owned company representing four generations of manufacturing jewelers. The company has provided discerning Melbournians with engagement rings, select jewellery and timepieces since the business began.

Trewarne Fine Jewellery publishes its own high quality magazine, "**Heist**", which is complimentary for clients and showcases the latest designs.

Continuing a tradition of stocking exclusive international brands, such as Maurice Lacroix watches and Hearts On Fire diamonds, Trewarne Fine Jewellery is proud to have its own in-house designer and couture collection: **Urban Jungle by Selena Trewarne**.

Trewarne Fine Jewellery has four stores in Melbourne, located in South Melbourne, Templestowe, Southland, and Chadstone.

For more information and purchase enquiries: www.trewarne.com