

STYLE & FASHION



OFF THE CUFF REMARKABLE

New statement cufflinks give men the chance to wear their art on their sleeves

BY HELEN KIRWAN-TAYLOR

YOU CAN'T EXACTLY GAUGE the economic climate by looking at a man's shirt, but you certainly can get a hint. "In a recession, the men play it very safe. They go for white and blue double-cuff shirts with classing cufflinks," says Robert Emmett, the founder of shirtmaker Emmett London, whose clientele ranges from City bankers to "X Factor" presenter Dermot O'Leary. "When they feel better, they move into color."

For the fuller picture, check out his cuffs. If he's glass half-empty, he might be wearing real gold-nugget cufflinks. Understated, they also might come in handy if fiat money ever collapses. Or, as a cautionary reminder, he might opt for the hand-painted rock-crystal and gold "Road to Ruin" links from Deakin & Francis, which picture a pack of cards, a

bottle of Champagne, a horse and the shapely legs of a female dancer (£3,800).

In the limited fashion of the corporate world, cufflinks are the ultimate mood gaugers—and prime real estate for sartorial self-expression. While the 1980s and early '90s were dominated by power pieces from luxury brands such as Boucheron, today's looks are more individualistic.

"Oil traders buy our silver oil barrels or silver nodding donkeys," says Henry Deakin of Deakin & Francis, a seventh-generation British firm that makes almost any cufflink imaginable—and quite a few that aren't, with prices ranging from £150 to more than £16,000.

"In the City, the demand currently is for Art Deco cufflinks," says Mr. Deakin. "We're selling a lot of our enamel, yellow gold and mother of pearl or opal pairs and, increasingly, bespoke items. We have made exact

replicas of someone's car, boat and even a packet of **McDonald's** french fries."

Those seeking creative self-expression in a pair of cufflinks have plenty of choice. And mixing and matching isn't against the rules—good news for those who find themselves too often relying on St. Anthony.

For nature lovers, there's Roger Doyle's brightly colored silver and enamel "Beetle" (£200). Or if you're more of a dog person, the U.K. jeweler offers a Warhol-esque "Spotty Dog" (£200).

Art lovers can try the limited-edition cufflinks from the Louisa Guinness Gallery in London, which collaborates with artists on unique pieces. "Our most popular at the moment are by the artist Peter Blake," for £6,000, Ms. Guinness says. "They're actually little paintings mounted inside a watch face. They come with a box so they can be displayed as works of art when not worn."

Other pieces include skulls and crossbones by Tim Noble and Sue Webster and simple gold cufflinks by Anish Kapoor.

Then there's his and hers. Laurence Coste, a London-based jeweler with a shop on Walton Street, recently sold one couple matching brass and gold-plated earrings (£275) and cufflinks (£295), based on her Ginko Biloba tree design. "It's the oldest tree in the world that will survive even an atomic bomb," she says. Now there's a conversation starter.

POWER PIECES From left to right, Tim Noble and Sue Webster yellow gold cufflinks with diamonds, £7,200, available from Louisa Guinness Gallery; Roger Doyle's Beetle cufflinks, £200; silver oil drum cufflinks, £245, and silver yacht cufflinks, £255, both by Deakin & Francis; Peter Blake Colour Wheel cufflinks, £6,000, available from Louisa Guinness Gallery

A Cameo Appearance

BY JEMIMA SISSONS

CAMEOS—WEARABLE PORTRAITS carved in relief on materials like shell, lava and agate—were once known for their noble and dignified subjects: Roman emperors, queens and figures from Greek mythology.

Now, designers are giving the once-demure art form a modern twist. Leading the charge is Amedeo Scognamiglio, whose Amedeo collection stems from his family's long history of cameo making in Torre del Greco, Naples. Alongside more traditional offerings, monkeys, skulls and crossbones and jaunty cameo cuffs also make an appearance, each piece still handmade.

Casco, a nearby factory run by another branch of the Scognamiglio family, has its own range of classic pieces and also makes skull cameos for a number of contemporary fashion designers.

One big jewelry brand keeping the tradition alive is Breguet, which employs cameo makers in Naples to make both watches and jewelry. Breguet's intricate Reine de Naples cameo watch has a sunflower delicately carved from shell as its center. Its Rose de la Reine jewelry range centers around a cameo engraved rosebud, mounted on precious stones or Akoya pearls.

For an interesting twist, Parisian jeweler Lydia Courteille takes old cameos and reworks them into modern pieces, using jewels such as black diamonds, green garnets and black rhodium gold. Her rings are showstoppers.

BREGUET Reine de Naples cameo watch, £46,300 ▶



▲ **CASCO** loose carnelian Cowboy Skull and Pirate Skull shell cameos, €50 each



AMEDEO carnelian shell cameo hand-carved, set in 14-karat yellow gold with a base in white agate, £1,920 ▶



▲ **LYDIA COURTEILLE** Rings from the Cameos and Glyptiques collection, price upon request

