

the
french
jewelry
post

by
Sandrine Merle

THE INSIDER'S EYE



THE GENESIS

the french jewelry post

« In the past 15 years, the world of watchmaking and jewelry has profoundly transformed. And I have had a ringside seat.

First at Elle magazine as a stylist. There were then just a few historic jewelers names.

Following an article I wrote on jewelry, a large house asked me to produce their press kits. And there I discovered the richness of this world.

At that time, large luxury groups were buying up jewelers and fashion houses that invested this sector. Meanwhile, a new clientele appeared in emerging countries. Jewelry took on a new lease of life and entered a golden age.

Over the past two years, watches have also seen a return to the forefront.

For 15 years, I have travelled the world to investigate these two universes. For Les Échos-Série Limitée and other magazines, I have visited mines, I have met historians and collectors, I have interviewed CEOs, marketing directors and designers of renown and others somewhat more low profile.

Currently I am an expert jewelry and watches consultant for film, I host conferences and I write books.

Today, with the standardization of traditional media, I put all my expertise, my passion and my discoveries into the french jewelry post. »

Sandrine Merle

THE CONCEPT

the french jewelry post

The insider's eye into the worlds of
jewelry and women's watches.

A guide to jewelry and watchmaking cultures.

An initiator, to help understand jewelry and watches by placing them within
fashion, historical, geographical and societal contexts.

In France, in all countries, and on all continents.

Involve various highly qualified key figures,
and also others who work in the shadows.

Uncover fascinating stories,
mythical or singular pieces,
and contemporary creators.

Exclusive and lively content.

A single authority for a qualified audience.

THE BIOGRAPHY

Sandrine Merle

Expert consultant for documentaries.

Mystery of Jewels, for the Japanese national broadcaster NHK (2014)

Le monde de Vendôme, screened on Arte (2009)

Journalist-video filmmaker.

Tajan (2014)

lesechos.fr (2008 to 2013)

vogue.fr (2008)

Fédération du Prêt-à-Porter (2008)

Conference Moderator.

1.618 (2015)

Groupe Chalhoub (since 2010)

Fédération du Prêt-à-Porter Paris (2010)

Since 2016.

Jewelry journalist.

Elle

Since 2000.

Journalist in charge of fashion and jewelry.

Les Échos-Série Limitée and Week-end

Since 1999.

Collaborations with Louis Vuitton

Jewelry & Watches, Dior Jewelry, Dodo, Stone, Baume & Mercier, Peclers, Messika, Swarovski, Boucheron, Chanel Fashion & Jewelry, Chaumet, Fred, Tajan.

From 1995 to 2016.

Madame Figaro. Le Figaro. Vogue China. Elle.

Citizen K. Air France Madame.

Please Magazine. Stiletto.

IT'S ALSO

A team of experts

Digital.

Photo.

Production.

Project management.

Exceptional documentation

Substantial archives.

Specialized iconography.

A highly selective address book.

SCOPE OF OPERATIONS

1 / Content Creation.

Definition of a relevant angle combining the product with cultural, historical, fashion and/or societal aspects.

Institutional press kits.
Brand books.
Interview production.
Short and long video production.

2 / Consulting.

Trend boards.
Jewelry and watch market analysis.
Decrypting trends.
Media training.
Annual planning of web content.

3 / Events.

Conferences: selection of speakers, scheduling, moderation.
Exhibitions.
Partnerships: creating the link with sites, designers and brands.

DISTRIBUTION

instagram @sandrinemerle

the french jewelry post

the french jewelry studio

Press: Les Échos-Série
Limitée, Madame Figaro

Guests: AlmaKarina,
Valery Demure, Dinh Van,
Marc Auclert, etc.

My Address Books

THE WEBSITE

the french jewelry post

« Through the french jewelry post, I bring alive all the effervescence that reigns in this universe, I recount anecdotes and I decipher emerging trends with my videos, portfolios, portraits and address books.

I create exclusive and lively content that stands apart from the usually themes we encounter, and which reflects my personal vision and expertise.

I place events and collection launches within historical, geographical, artistic perspectives.

I promote a fun and far-reaching outlook.

*I offer new content that do not exist on the web:
I decompartmentalize the universe. »*

Sandrine Merle



SECTIONS

The guest.

Interviews filmed or written: French market through the eyes of Dinh Van, on consignment by Valery Demure, etc.
Portfolios: Photographers (AlmaKarina), stylists, video filmmakers, etc.
Texts written by designers, founders of jewelry galleries, etc.

Did you know?

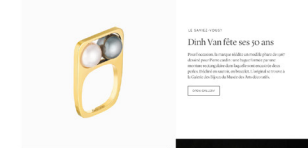
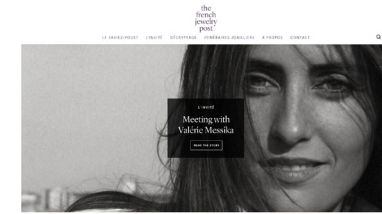
A figure: 80% of the jewelry market has no label, etc.
An address book: Where to find an engagement ring? Where to find an artist jewel?
A trend: short text and photos.
An appointment: new CEO, artistic director, etc.

Decryption.

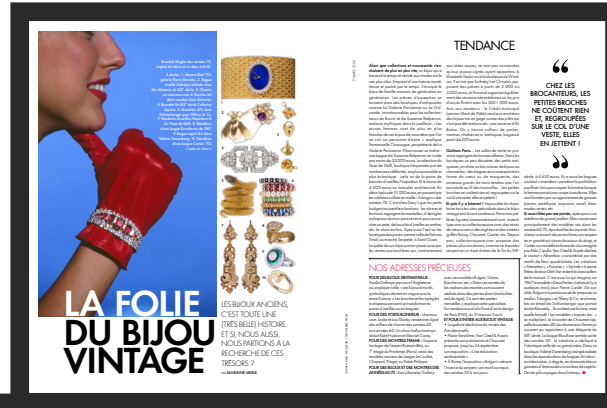
Of a trend: Is the Internet the future of jewelry? Auctions: a user's guide.
Of a new collection.
Of a designer: a portrait.

Jewelry world map & Itineraries.

The best locations, museums, mines and exhibitions by city, brand or historically.



Shoots
Production of photo series. Les Échos-SL.



PORTFOLIO
SANDRINE MERLE

Decryption
La folie du bijou vintage. Elle.

Reporting
L'École Van Cleef & Arpels. Vogue China.



Portraits
Wallace Chan. Madame Figaro.

Trends
Architectures précieuses. Madame Figaro.

PORTFOLIO
SANDRINE MERLE



Conference Moderator
Jewelry Ethics. 1.618.



Web content
Biennale des Antiquaires. lefigaro.fr.



Consulting/Video Interview
Mystery of Jewels. Japanese national broadcaster NHK.

CONTACT US

Sandrine Merle

+33 (0) 6 60 49 31 94
sandrine.smc@gmail.com

Paris

www.thefrenchjewelrypost.com

the
french
jewelry
post

ON INSTAGRAM

Follow us! 