



TATEOSSIAN
LONDON



BRAND PROFILE



Tateossian London was founded by Robert Tateossian thirty years ago, in 1990, with the aspiration of offering men and women a distinctive way to express their personality and style through unique, refined and meticulously crafted jewellery.



"British Jeweller redefining luxury since 1990"

ROBERT TATEOSSIAN

THE FOUNDER

From City financier to jewellery designer, Robert Tateossian founded his eponymous brand with the purpose of offering all customers a unique way to adorn their look. Widely recognised as the 'King of Cufflinks' due to his successful range of cufflinks, Robert often draws on his international upbringing, love of luxury and travel in creating pieces that are innovative, unique and of uncompromising quality. Born in Kuwait to Lebanese-Armenian parents and educated at French schools in Rome, Robert, who is fluent in seven languages, studied international finance at the prestigious Wharton School of Finance in Pennsylvania, before embarking on a successful career with Merrill Lynch on Wall Street and in the City of London.

ETHOS



Tateossian's incorporation of unique materials and consistently presenting distinctive designs, allow the brand to retain its position as the global leader in men's accessories, notably with the bracelets and cufflinks. Twice a year, Tateossian launches a collection that features a wide range of accessories, from cufflinks to rings, bracelets and necklaces, that all reflect the brand's core values of innovation, creativity and quality.



INNOVATION

For thirty years Tateossian London has pushed the boundaries of jewellery design. Unconventional materials such as meteorites, lunar pieces and gold nuggets are skilfully paired with traditional elements, such as silver, gold and gemstones. Decades later Tateossian is still presenting new designs every season that are based on that ethos of innovation, original design and movement.



CREATIVITY

The world is Tateossian's source of inspiration, not only to discover new materials and stones, but more importantly to explore, turning these experiences into beautifully crafted pieces. Influences from the world of art, architecture and fashion play a role in this process. It is the uniqueness of the designs that have positioned Tateossian as the brand of choice for those who prefer pieces that reflect and underscore their individual approach to style.



QUALITY

Every single item of Tateossian jewellery and accessories is individually crafted by our silversmiths, before being meticulously checked at our Central London Head Office, where it is packaged into our signature packaging. Every step, from sketch to post box, is carefully monitored to ensure that we meet the high expectations of our discerning clients.

ETHICAL CODE



Tateossian ensure that all suppliers, from silver to gemstones, leather and beads, follow the strictest regulations, whether they apply to the use of chemicals or adhering to guidelines from the Responsible Jewellery Council and Workplace Conditions Assessments. In addition, every diamond used in Tateossian products adheres to the Kimberley Process, which works with the industry and administrations to reduce the flow of conflict diamonds. Labour Rights, Health, Safety and business ethics are included in every agreement when working with new suppliers so we can ensure the safety and rights of every staff member who works on our products. On top of this we protect our customer's rights by following strict hallmarking regulations, this includes silver, gold, the assay office mark and our own personalised hallmarks for authenticity.

SUSTAINABILITY & ART



Tateossian knows that the environment and sustainability must be key words in every business's mission statement and we are proud to not only do this, but also support our local artists and universities by doing so. 2020 has seen the launch of our collaboration with Graduates of Central Saint Martins, a project designed to upcycle materials gathered over the years, from silveringots comprised of melted down returned and damaged jewellery to semi-precious gemstone beads and leathers. Five artworks have been created to represent Tateossian's thirty year heritage and transform our jewellery into art. There is a cyclical nature to the project, nature's art was transformed into wearable art by Tateossian's artisans and now, in turn, this has been turned into fine art by the Graduates of Central Saint Martins. This is key to the ethos of Tateossian, allowing no design or material to go to waste.

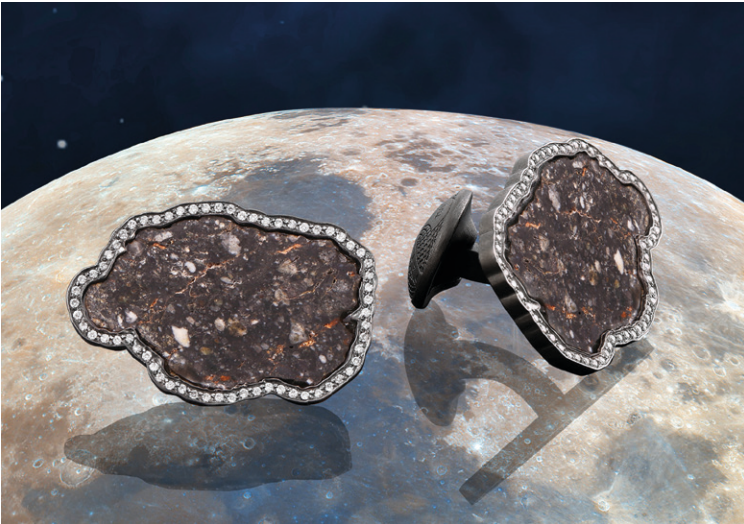
WHERE IT IS DESIGNED



AND MADE

Tateossian continues to design and make jewellery in the same way as when it was founded thirty years ago. Robert travels extensively, bringing back inspiration from around the world, which is translated into the designs that are released each season. Every component is sourced to find the highest quality and best value in the world, for example chains, clasps and leathers have been tirelessly sourced from Italy, micro pave diamonds are set in India, while our intricate and labour-intensive movements, such as our gears, are made in China. Tateossian remains one of the few jewellery companies producing bracelets that are hand beaded or knotted in Central London.





RARE STONE COLLECTION



ONE OF A KIND PIECES

Designed for the most discerning of Tateossian customers, the Rare Stone collection is a unique, limited edition range of 18karat gold jewellery inspired by Robert Tateossian's worldwide travels. The designs enhance the beauty of rare gems and fascinating materials, such as raw diamonds, baroque pearls, gold nuggets, star rubies and parts of the moon. Each one of a kind piece is meticulously crafted in our Italian workshops and beautifully hand finished.



CUFFLINKS



LIMITED EDITION COLLECTION

The epitome of exclusivity, these numbered cufflinks contain some exotic elements, such as fossils, meteorites, natural precious gems, unusual semi precious stones from extinct mines.



CUFFLINKS



SILVER COLLECTION

The silver cufflink collection delivers unique pieces with semi-precious gems and classical shapes for the more traditional man. Designs are redefined, beautifully crafted with a sense of playfulness for a truly distinctive Tateossian essence.

CUFFLINKS



TITANIUM COLLECTION

Lightweight and masculine, the Titanium Collection offers classic designs with a modern twist. By incorporating semi-precious stones, embossed leather, intricate enamelling, unique textures and intricate patterns, traditional designs are given a more contemporary feel.



CUFFLINKS



RT COLLECTION

Novelty cufflinks with playful mechanical functions are a globally recognised Tateossian trademark, this includes skeleton gears, watches, roulettes and mechanical animals. The Square Gear Cufflinks are Tateossian's most iconic design. Fun, colourful and using the Tateossian signature element of surprise, each design puts excitement into our cufflinks.



BRACELETS



Tateossian was one of the first brands to kick start the bracelet stacking trend and continues to release new designs every season. Bracelets are available in a range of metals and materials, including gold, silver, titanium, ceramic, macrame and leather.

Working with the best Italian tanneries, the leathers used in each bracelet are exclusively developed for Tateossian. While the beads are cut by the most skilled lapidaries and strung into bracelets in our London Imperial Wharf workshops and clasps are mostly meticulously engineered in Italy.

It is the high quality and innovation that makes Tateossian stand out from the crowd. The bracelets are designed to convey the wearer's personality with endless stacking possibilities. Bracelets can be mixed with leather, macramé and silver sitting beautifully together or macramé stacks bringing a laid-back feel to any look. Robert Tateossian is a firm believer in the 'Three Piece Rule' for stacking. Beginning with an all metal design and complementing this with a bead bracelet and leather pieces in gradients of the same colour. Bracelets have been elevated to more than casual style and are now as likely to be found in the boardroom as they are at a beach bar.





JEWELLERY



Beginning with cufflinks, Tateossian's jewellery offering has continued to grow over the last 30 years to include layering necklaces, signet rings and lapel pins, each incorporating key elements of Tateossian's signature style.

The Tateossian line of jewellery is all encompassing. Always with a mechanical or playful angle, they are the perfect complement to a polished, cool look.



SHOE LINKS



In 2019 Tateossian introduced its most innovative new accessory, Shoe Links. A brand-new way to wear jewellery threaded onto the laces of footwear. Transforming the gear designs that Tateossian is famous for into a brand new way to wear jewellery.



WATCHES



Tateossian watches are contemporary timepieces which combine the brand's expertise of precision and aesthetic appreciation. Replicating the signature cufflinks designs, whether carbon fibre or guilloche or mother of pearl motif, it is the perfect complement to any assortment.



ACCESSORIES



Tateossian's product line is always expanding and includes pens, tie clips and money clips. Each accessory ensures that every detail of a smart look is as polished and well crafted as possible. Elegant finishing touches for discerning gentlemen.

LADIES COLLECTION



Tateossian has taken its jewellery and gemstone expertise and reinvented it into a collection designed specifically for women, using materials from 18karat gold to silver, and diamonds to semi precious stones. Taking motifs from nature with sparkling additions, these designs are made to layer and wear for every occasion, from laid back affairs to red carpet moments.



T-SHIRTS



Tateossian is excited to announce the launch of our new T-Shirt Collection. Innovation has always been at the core of the brand and this has now been translated into a brand-new category. Classic jewellery elements remain clearly visible within each design with metallic threads meticulously embroidered into each T-Shirt echoing designs from Tateossian's archives and transforming classic T-shirts into pieces of jewellery.





PHILANTHROPY

Tateossian are also devoted to using their global recognition and design know-how for a good cause. The Elton John Aids Foundation is Tateossian's long term charity partner and through the PILLXXV collection over £40,000 has been raised in the last two years. Over the years Tateossian has supported over 30 different charities with donations over £1,000,000.

AWARDS



Tateossian has been the proud recipient of many industry awards over its 30-year history, with the first received just four years after the brand was founded, the British Fashion Export Award, presented by HRH Princess Anne. Tateossian went on to receive this award again in 2001 and 2006. The Awards received have been as global as the brand itself, including the Greatest Hits of the Year Award, presented by Begin Magazine in Tokyo, the Global Award for Design at the International Marketing Show in Cannes, France, and the IJL Editors Award and Frontier Buyers Award in the UK. This international recognition has created some of the proudest moments in the brand's thirty year history.

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STOCKISTS

With a presence in over 70 countries with more than 1,000 points of sale in some of the most prestigious boutiques and department stores, Tateossian is also available inflight on 15 airlines and airport travel retail.



DAVID JONES

Harrods

HARRY ROSEN

ISETAN

SELFRIDGES & CO

Lane Crawford

MITSUKOSHI

Saks Fifth Avenue

Takashimaya

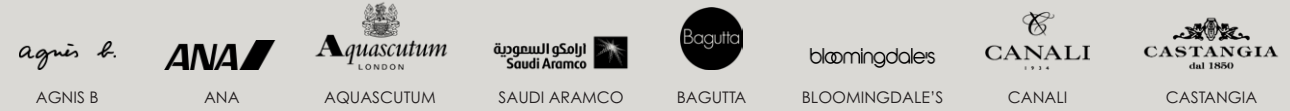
DUTY FREE



"Travel Retail continues to be an important cornerstone of our business, so it was only natural that we offer Tateossian pieces that are designed especially for the refined traveller that can't be found in the domestic retail market, anywhere in the world."

Robert Tateossian, Managing Director

PRIVATE LABELS





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BRAND BOOK