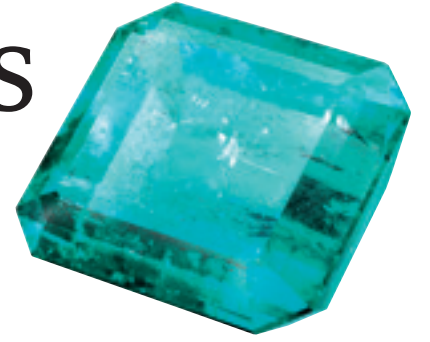


# Incomparably magical colours



*Natural beauties at Groh + Ripp's stand*

By Axel Henselder

When visiting Groh + Ripp's stand at Baselworld you are likely to feel as though you are in the midst of a colourful spring meadow. In this interview, Nicole Ripp reveals the secrets of her sparkling displays.

**Why are you so fascinated by coloured gems?**

Nicole Ripp: They're simply gorgeous, unadulterated miracles of nature. Their dizzyingly fantastic diversity is so tremendous that they seem to have come to Earth from another realm. Intoxicating colours often come to light from drab, ordinary-looking raw stones.

**So it's this miraculous transformation?**

Yes, my team and I experience this metamorphosis daily when we

process raw stones into precious jewels. It's like helping buds become flowers. Our master craftsmen coax the essence of each gem from the dull raw material. We employ only the most skilful polishers and lapidaries.

**Isn't it increasingly difficult to acquire outstanding gems?**

Yes. The demand for naturally coloured and uncommonly valuable coloured gems remains greater than the supply, but thanks to our direct relationships with our suppliers around the globe, we can successfully purchase rarities time and again. We're the first to be notified of new discoveries and they're first offered to us exclusively. What's more, we keep a very large stock of raw stones.



A family in love with colour (from left): Bernd Willi, Nicole and Sandra Ripp and Jürgen Brunk



Let's go for green: (left) tsavorite in trillion cut, (above) emerald in octagon cut from Colombia

**What role do colour trends play?**

A very large role! I'm constantly scouting for new trends and I search for gems that match those colours. After all, we collaborate with the world's best designer: Mother Nature herself. She always has the right stone up her sleeve! For example, Pantone chose "greenery" as the colour trend of the year 2017. This in-vogue hue goes marvellously well with tourmaline, emerald and tsavorite, as well as with peridot or heliodor.

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## IS YOUR ADVERTISING REACHING THE RIGHT KIND OF MILLENNIALS?

Everyone is trying to target millennials but, with 950m of them worldwide, they're not all the same.

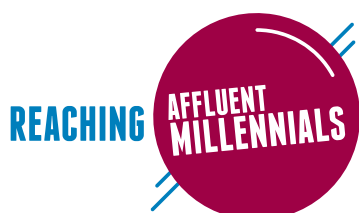
'Reaching Affluent Millennials', the BBC's research study, has identified the ultimate group, 'The Supercharged'.

Image conscious, early adopters, these young people like to stand out in a crowd\* and others to know they have wealth.

You can now plan against and buy them on the BBC.

Email [affluentmillennials@bbc.com](mailto:affluentmillennials@bbc.com) or visit [reachaffluentmillennials.com](http://reachaffluentmillennials.com) to find out more.

\*54% like to stand out in a crowd compared to 39% of non-affluent millennials



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