

## **Bring on the bling**

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Nora Nordin (right) does not feel complete if she's not wearing jewellery. As a UOB Lady's Card member, it's a cinch to add to her collection at the Jewel Fest MAY YIP joins the glitter-ati and checks out Singapore Jewel Fest 2006

Bijoux or bling, baubles or trifles - call them what you want, but everyone knows that jewellery is a woman's best friend.

This gem of a friendship started from ancient times: Beads crafted from Nassarius - a kind of sea mollusc - shells from Israel have recently been identified by scientists as being almost 100,000 years old. Although jewellery was created for practical uses in the past, such as to store currency or pin clothes, it is now used almost exclusively for decoration. And what dazzling forms these precious objets d'art have taken on.

Just check out the Singapore Jewel Fest 2006, which kicks off next Friday and showcases \$60 million worth of gems from over 100 local jewellers and internationally renowned jewel couturists. The 10-day festival will feature specially designed collections inspired by the different facets of womanhood. There is also a line-up of activities, such as jewellery-inspired style workshops and events in aid of women's causes. The latter include the Fashionably Gold runway show presented by Poh Heng and the Indian Women's Association; and the inaugural presentation of Stellar Awards - Celebrating Women, organised by National Committee for UNIFEM, Singapore, to celebrate women achievers.

Of course, UOB credit card members get to enjoy exclusive promotions throughout the Singapore Jewel Fest 2006, which ends on Nov 9.

UOB Passionately Yours brings you home-grown highlights from the festival. Paradiso pearl diamond pendant by Goldheart

This delicate piece is designed to enhance and celebrate the beauty of the female form. For the best of both worlds, classic elements like pearls and diamonds are given a modern twist. White gold with black onyx and diamond rings by Cupid SHE collection

The collection is a daring and unexpected take on feminine sensuality. Juxtaposing the statement-making black onyx silhouette against glittering white diamonds, the SHE range embodies the individualism of today's modern miss.

Paradiso pearl diamond pendant by Goldheart

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Diamond and white gold ring by Lee Hwa's Starsphere collection

There's no room for unkempt grunge this season. The hot rock 'n' roll theme is all about glam rock. Add a touch of glitz with the Starsphere collection to complete the look.

Designed to pump up the bling factor, the collection features diamonds arranged in a funky swirling disc.

Diamonite white gold and diamond cuff bracelet by Poh Heng

The self-assured woman will appreciate this dazzling design: The smooth curves reveal her feminine side, while the structured form underlines her strength and confidence.

Coloured sapphire necklace in white gold by Princess Jewellery

Not for wallflowers, this draping necklace is bound to be a conversation piece at any party.

The dramatic linear design is softened by coloured floral accents, which flatter the décolletage.

White gold, blue sapphire, pink sapphire, tourmaline and diamond pendant by Tianpo Desire collection

For the girly woman who loves to spice up her outfits, the Desire Collection is a showcase of cheery hues and modern shapes. This gem is inspired by the fresh blooms of springtime.

D'La Femme pendant by Soo Kee

Exquisite and elegant, the D'La Femme pendant is the pret-a-porter offshoot of the D'La Femme jewelled corset, Soo Kee Jewellery's signature piece for Jewel Fest. Encrusted with white and bronze diamonds, the alluring yet simple design makes the pendant an apt accessory for any occasion.

Brilliant rose-cut diamond ring by D'Meyson Glitterati collection

Be mesmerised by the refreshing combination of rose-cut diamonds and round brilliant diamonds. Glitterati encompasses glamour and romance in one tantalising piece. The cascading layered rows of diamonds with multiple dangling rose cuts reflect a versatile and fashionable aesthetic.

Sapphire bracelet with diamonds set in white gold by The Jewellery Shop's Safina collection

The stunning sapphire bracelet is designed with intricate interlocking round and tapered diamonds, combined with luscious blue sapphires to make a bold statement.