



MEDIA KIT 2027

Europa Star Jewellery

An extraordinary year for jewellery

In 2027, Europa Star celebrates a century of covering jewellery, watches and the people whose vision and craftsmanship continue to shape these industries worldwide.

To mark this milestone, Europa Star Jewellery will publish two special editions celebrating the heritage, creativity and future of international jewellery. The number 100 will provide a common editorial thread, connecting a century of remarkable achievements with the ideas defining what comes next.

Part of Europa Star's international publishing network, Europa Star Jewellery connects brands with readers across the world through print, digital storytelling and a dedicated newsletter. Across its publications and websites, the Europa Star network distributes more than 100,000 print copies annually in over 100 countries and reaches an average of 500,000 unique users per month online.

For brands and partners, the centenary offers an opportunity to share their stories and showcase their creations within a year-long celebration.

Join us in celebrating a century of creativity
- and shaping its next chapter.

www.europastarjewellery.com



Photo: © Buonomo & Conelli - Messika

Key Data

SCHEDULE

05.04.2027 - JEWELLERY IN 1927

EUROPA STAR JEWELLERY 1/2027

(Watches and Wonders, GemGenève, Haute Jewels, Top Marques Monaco, Couture, JCK, Vicenzaoro, Haute Couture Week Paris, Jewellery Geneva, Las Vegas Antique Jewelry & Watch Show, New York City Jewelry & Watch Show)
Submission deadline 15.03.2027

30.10.2027 - SPECIAL JEWELLERY 1927-2027

EUROPA STAR JEWELLERY 2/2026

(NYC Jewelry Week, Phillips, Auctions, Reluxury, Inhorgenta, Vicenzaoro)
Submission deadline 06.10.2027

CIRCULATION: 15,000 copies

Distribution at the jewellery shows

Selected network circulation by individual mail

Instagram: 24,000 subscribers

E-newsletter: 23,000 subscribers

ADVERTISING RATES

PRINT

Cover + Cover Story 6 pages: CHF 29,900

Inside front cover (double page): CHF 24,900

Back cover + Back Cover Story 2 pages: CHF 24,900

Inside back cover: CHF 14,800

Single-page ad or double-page Highlight: CHF 9,900

Double-page ad: CHF 14,900

WEB

Online product presentation: CHF 1,990 per Highlight

Leaderboard banner (728 x 90 px): CHF 990 per month
(+ 300 x 100 px for smartphone display)

Wallpaper banner (1800 x 1800 px) &
additional banner (1040 x 340 px): CHF 1,990 per month

Newsletter sponsorship banner (1040 x 340 px): CHF 990 per newsletter

Package: Highlight product presentation + Wallpaper banner: CHF 2,990



Photo: @Buonomo & Cometti - Chopard

Technical Specifications

WEB FORMATS

Wallpaper: 1800 x 1800 px (JPG)

Main: 1040 x 340 px (JPG)

Leaderboard: 728 x 90 px

3:1 rectangle: 300 x 100 px

Newsletter: 1040 x 340 px (JPG)

PRINT

Magazine size: 205 x 265 mm

Profile: PSO Coated v3 (CMYK)

1/1 Page (3mm bleed on all sides): **211 x 271 mm** (trim size: 205 x 265 mm)

2/1 Double Page Spread (3mm bleed on all sides): **416 x 271 mm** (trim size: 410 x 265 mm)

Inside Front Cover + Page 3: Important Note: Due to the 7mm glue hinge on each side of the spine, the visible live area is reduced to 396 x 265 mm.

For print: to avoid any problem with fonts please convert text to outlines

For web: HTML5, JPG, PNG, GIF maximum size 800 KB. JPG for Wallpaper and Main.

Material should be compatible with DoubleClick for Publishers (DFP). No Flash.



Photo: @Buonomo & Cornetti - Van Cleef & Arpels

Circulation

118 countries – 15,000 copies

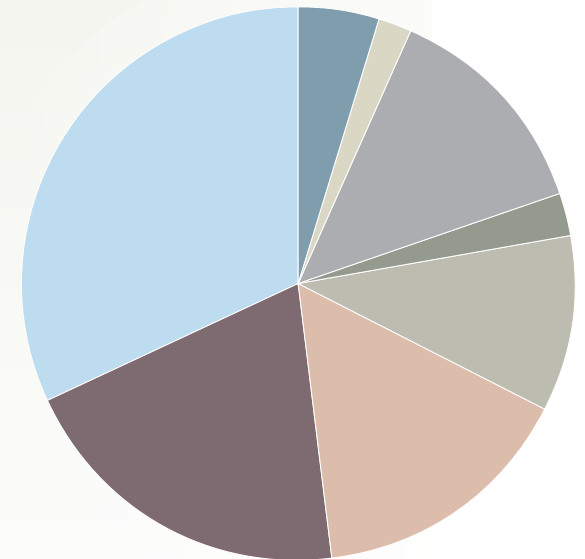
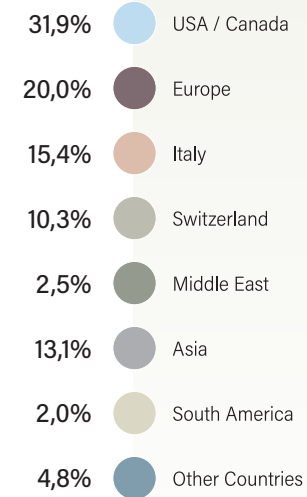




Photo: @Buonomo & Cometti - Baghossian

Special Formats

THE HIGHLIGHT

Give your creations room to shine. A Highlight combines product imagery with editorial-style storytelling across a double-page spread, at the same rate as a single-page advertisement.

BESPOKE FORMATS AND PHOTOGRAPHY

From tailored product presentations to dedicated photo shoots, Europa Star Jewellery can develop a format that reflects your brand's identity and brings your creations into focus. Scope, creative direction and production are agreed individually for each project.

PLAN YOUR JEWELLERY CAMPAIGN FOR 2027

Contact Europa Star to reserve advertising space, explore a bespoke format or commission a photo shoot.

Portfolio

ROSY BLUE

“DIAMONDS EXISTED BEFORE ALMOST ANY FORM OF ORGANIC LIFE ON EARTH”

BY ISABELLE CERBONESCHI

Rosy Blue is a leading player in the diamond industry. Established in 1960, this family-owned group has continued to expand, opening offices and factories around the world. In the past few years, Rosy Blue has added coloured gemstones as well as jewellery design and manufacturing to its European operations. Ravi Bhansali, CEO and Managing Director for Rosy Blue NV and grandson of one of the founders, talks about the company's history, what makes it unique and lifts the veil on this little-known and fascinating profession.

Rosy Blue is one of the world's largest diamond manufacturers and, despite having plenty to boast about, one of the most discreet. The Rosy Blue story began in 1960 when Bhanchanda Bhansali and his nephew, Anurkumar Mehta, set up a small diamond trading business in Mumbai, naming it B. Anurkumar & Co. The business thrived under their leadership, expanding step by step to become a major player. First, in 1968, B. Anurkumar & Co. became a De Beers shareholder. Next came international expansion with the opening, in 1973, of offices in Antwerp, followed a year later by New York and Hong Kong. To match this international identity, the company changed its name to Rosy Blue, in reference to two rare diamond colours.

Rosy Blue is a pioneer in sustainability. A founding member of the Responsible Jewellery Council (RJC), it was one of the first in the diamond and jewellery industry to set up a Corporate Social Responsibility (CSR) department, in 2008—well before anyone else—and the first diamond company to sign the UN's Women's Empowerment Principles.

A family-owned conglomerate employing more than 3,600 people worldwide, Rosy Blue operates diamond cutting and polishing factories in India and Botswana, and jewellery manufacturing units in Dubai, India, China, Hong Kong, Japan and

Thailand. In 2024 Rosy Blue acquired a watch and jewellery manufacturer in Geneva, and last year opened a coloured gemstones facilities in Thailand.

We met Ravi Bhansali—CEO and Managing Director at Rosy Blue NV, and grandson of one of the two founders—at GemZoo in May 2025. He spoke at length about the group's history, its offices in Antwerp, its philosophy, its recent interest in Swiss watch and jewellery manufacturing and in coloured gemstones, challenges facing the industry and why being a diamondaire is such a captivating profession.

Europa Star Jewellery: Where does the Rosy Blue name come from?

Ravi Bhansali: When the company was established in 1960, it took the name B. Anurkumar & Co., after its two founders: my grandfather, Bhanchanda Bhansali, and his nephew, Anurkumar Mehta. When one of my uncles opened our first overseas office in Antwerp in 1973, he felt we needed a name that resonated internationally. He proposed Rosy Blue, inspired by two exceptionally rare diamond colours. The intention was to convey the rarity not only of the stones we work with but also of the service we provide. In time, the Belgian subsidiary's name became the name of the entire group.

To what extent is this a profession passed from generation to generation and to what extent is it new and evolving?

One of our great strengths is the balance we've created between family and professional leadership. Every multi-generational company faces inherent limits and many do not survive

Ravi Bhansali, CEO & Managing Director of Rosy Blue NV, took over leadership in 2018, representing the third generation of the founding family. Rosy Blue diamonds, such as the 10.01 carat, collected the world's leading luxury houses.



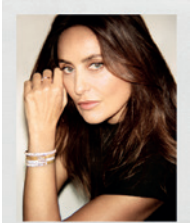
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MESSIKA

AT 20
THE AGE OF POSSIBILITY

BY ISABELLE CERBONESCHI

Valérie Messika launched her brand in 2005 to offer women her age diamond jewellery they could wear not as heirloom pieces but as accessories. In two decades she has won over Beyoncé, Rihanna and an entire community of women. In July 2025 she unveiled her Terres d'Irlande high jewellery collection—her first to use coloured stones—and in March 2026 she launched Moderniste, a new pillar of the brand. We met the founder of Messika in her offices in Paris's Golden Triangle to talk more about this meteoric rise.



Valérie Messika in her home

Valérie Messika grew up surrounded by precious stones. At an age when others were playing Super Mario, guided by her father, André Messika, an esteemed diamond merchant since 1972, she was learning to distinguish different gems.

After communication studies at CELSA Sorbonne University, in 1996 Valérie Messika joined the marketing team at Cartier's watch and jewellery division and may well have pursued a career at the luxury brand. If her father, looking to the future, hadn't been eager for her to join the family firm. And so Valérie Messika took her first steps in the diamond world in the least possible way: with a master.

In 2003 André Messika moved overseas to expand his business by becoming a signholder. Two years later, Valérie Messika branched out and created her namesake brand. Celebrating twenty years since taking that leap, in July 2025 in Paris Valérie Messika presented the Terres d'Irlande high

jewellery collection: the first to feature coloured precious stones alongside the House's signature diamonds. Then in March 2026 she unveiled Moderniste, a collection of jewellery and fine jewellery.

Valérie Messika welcomed us at her rooftop offices in Paris's 'Golden Triangle' neighbourhood to talk about this spectacular success story.



Katja's necklace, Terres d'Irlande high jewellery collection © Messika

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NICHOLAS LIEOU

MR. ICE GUY

BY VICTORIA GOMELSKY

The Hong Kong designer Nicholas Lieou refines East-West influences into an elegant diamond-centric jewellery wardrobe with equal emphasis on engineering, texture and silhouette.

Fans of Mr. Lieou, the minimalist, East-meets-West fine jewellery brand founded by Hong Kong designer Nicholas Lieou in 2011 (and rebranded under its current name in 2020), may be surprised to learn that during his early days in jewellery—around the mid-1980s, when he was earning his MA in metalwork and jewellery from London's Royal College of Art—his aesthetic was considerably more elaborate than it is today.

The design was a lot more floral and chinoiserie-inspired and a lot more ornate. Lieou, 42, tells Europa Star Jewellery on a recent video call from his studio in Hong Kong's Aberdeen neighbourhood: "It was really that minimalist aesthetic. And that was influenced by all the internships I was doing at the time: I was doing pieces with Sharon Leane for Alexander McQueen, Philip Treacy, Lisa Salazar. They were all very much about minimalism. It was also a time in London where maximalism was the way to express yourself," Lieou adds. "If you look at my first collection at Royal College of Art, it was heavy brocade embroidery, feathers and all the rest of it. Now I've flipped completely 180°."



Nicholas Lieou

Martins in London proved liberating. "You do two weeks of every discipline," he recalls. "For the last term, I decided to train as a jeweller. And I really enjoyed that." Jewellery's intimate scale, not to mention its permanence, appealed to Lieou. "We talked in millimetres," he says. "Everything was very small, very manageable. Small details make a big difference."

After graduating from the Royal College of Art in 2006, he returned to Hong Kong to work for the fashion house Blanc de Chine in the aftermath of the financial crisis. The role taught

In 2020, Nicholas Lieou created his transformative jewel in sterling silver, rock crystal and diamonds, inspired by a picture of Sir Bhagubhai Singh, Maharaja of Patiala.



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WHEN JEWELLERY SPEAKS

BY ISABELLE CERBONESCHI



Acoustic bracelet, Chantel.

Meaningful jewellery is attracting a new wave of admirers. An engraved name, symbol or word, a hidden compartment or a message spelled out in gems are secret codes in material form. Behind the gleam of gold and the sparkle of stones reside declarations of love, cherished memories, even prayers.

Perhaps the most famous example of jewellery that carries a hidden message are the acoustic bracelets Napoleon Bonaparte commissioned from Nilot (now Chantel) for Empress Josephine. For such a master strategist, this ingenious—and no less romantic—nod would have been irresistible. Spelling out the initial letter of each stone—for ruby, if for diamond, if for garnet, etc.—reveals a coded message. Thus Josephine wore the names of her children, Eugène and Hortense, close to her skin. Jewellery that holds emotional value is coming into its own. In a world deafened by digital chatter and throwaway comments, jewels convey messages anchored in material and transcending time.

Wear your heart... on your wrist

When six years ago, Marie Lichtenberg quit journalism to devote herself entirely to jewellery, she knew straight away that her designs had to carry meaning. Her polished gold lockets are wearable talismans. Deeply personal, their surfaces are emblazoned with words, symbols, hearts, stars, evil eyes or motifs, some sweet, others tongue-in-cheek. Some proclaim "We Need to Love"; others remind us that "Love is Blind" while others still attract good fortune, karma or bring protection.



Marie Lichtenberg, Margot.

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Hannah, Marie Lichtenberg