

BUSINESS & *Luxury*

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THE HISTORIC SIZE

POSLOVNA ZGRADA GREEN SQUARE
GREEN SQUARE OFFICE BUILDING

DANIELA KRÁKOROVÁ Komatović

OTMENI SJAJ JEDNOSTAVNOSTI

Kreativnost češke dizajnerke nakita Daniele Krákorové Komatović i najzahtevnije ljubitelje luksuznog nakita ostavlja bez daha. Akcenat njenog autorskog pečata je na jednostavnosti, otmenosti i vanvremenskoj dimenziji svakog komada nakita koji ona potpiše. Posebnu ljubav gaji prema safirima u boji i to prema onim koji su nepravilnog oblika - *free shape*. Nakit dizajnira od zlata raznih boja u kombinaciji sa dijamantima, biserima, dragim i poludragim kamenjem. Već osam godina živi u našoj prestonici i Beograd smatra svojim gradom. Nedavno je Beograđanima predstavila svoju kolekciju nakita „New Era Princess“ i ispričala priču o neprolaznoj lepoti.

ELEGANT GLOW OF SIMPLICITY

Creativity of Czech jewellery designer Daniela Krákorova Komatović leaves even the most demanding lovers of luxury jewellery breathless. The emphasis of her author's seal is in the simplicity, elegance and timeless dimension of each piece of jewellery she signs. She has a special love for coloured sapphires, particularly those that have an irregular shape - free shape. She designs gold jewellery in different colours combined with diamonds, pearls, precious and semi-precious stones. She's been living in our capital for eight years and considers it her town. She recently presented her jewellery collection "New Era Princess" to the citizens of Belgrade, and told the story of timeless beauty.

ČEŠKA DIZAJNERKA



- Vaša prva kolekcija otmenog nakita od zlata, dragog kamenja i bisera, koju ste prezentovali na srpskom tržištu, a time obeležili uz glamuroznu modnu reviju i otvaranje juvelirnice pod nazivom „Diamond Spot“, nosi naziv „New Era Princess“. Kakav nakit po Vama treba da nose princeze modernog doba?

Princeze modernog doba bi pre svega trebalo da nose nakit koji ističe njihov karakter, jer nakit može da kaže mnogo toga o osobi koja ga nosi. Žena koja obraća pažnju na kvalitetnu, svedenu odeću, na dizajn torbe i cipela treba isto tako da obrati pažnju na nakit koji bira, možda još više, jer on traje duže od garderobe. Koliko sam ja primetila, u Srbiji je kultura nakita još uvek malo zapostavljena. Mislim da je obična „T shirt“ majica sa dobrim farmerkama i dijamantskim, malim naušnicama veoma dobra kombinacija za moderne „princeze“. A ne dopada mi se skupa odevna kombinacijama dopunjena bižuterijom. O nakitu koji izgleda kao ukras za jelku ne volim da pričam, ali zato rado govorim o jednostavnosti lepote kojom zrači neki vanvremenski komad nakita.

- *Your first luxury jewellery collection made of gold, precious stones and pearls, which you presented to the Serbian market, and thus with a glamorous fashion show marked an opening of a jewellery store called “Diamond Spot”, is called “New Era Princess”. What kind of jewellery should modern age princesses wear?*

Modern day princesses should, first of all, wear jewellery that highlights their character, because jewellery can say a lot about the person wearing it. A woman who pays attention to high-quality, subdued clothes, and handbag and shoe design should also pay attention to the jewellery she chooses, perhaps even more, because it lasts longer than clothes. As far as I've noticed, in Serbia the culture of jewellery is still a little neglected. I think that an ordinary T-shirt with good jeans and good, small diamond earrings is a very good combination for modern “Princesses”. I don't like expensive outfits complemented with imitation jewellery. I don't like to talk about jewellery that looks like a Christmas tree decoration, but I happily speak about the simplicity of the beauty that radiates through a timeless piece of jewellery.



- Šta Vas je iz bazične profesije grafičkog dizajnera privuklo da pređete u zahtevni i sofisticirani svet dizajna vanvremenskog nakita od plemenitih metala?

Grafičkim dizajnom se i dalje bavim, jer ga volim i potreban mi je u svakodnevnom poslu. A nakit sam jednog dana prvo počela da dizajniram za sebe, jer nisam imala sreću da ga, u formi koji mi se dopada, pronađem u prodaji, a volim da ga nosim. Te moje privatne kolekcije nakita su se dopale i drugima iz mog okruženja i moj nakit je veoma brzo postao popularan i veoma tražen.

- Zašto svaka dama koja drži do sebe treba da ima zavidnu kolekciju bisera koji decenijama unazad imaju status porodičnog nakita i nikada ne izlaze iz mode?

Kao što ste sad sami rekli svaka dama bi trebalo da ima bar jednu nisku bisera, naušnice i prsten, što onda čini malu kolekciju. Da li belih ili tahiti bisera, svejedno. To je sasvim dovoljno. Smatram da ništa tako ne oplemenjuje odevne kombinacije kao biseri, bilo da je u pitanju „business look“, elegantna večernja haljina ili dnevna varijanta koju podrazumeva dobar džins i belu košulju. Lično bisere obožavam i nosim ih uz sve što sam nabrojala. Obožavam njihov čarobni sedef, sjaj, večnu otmenost, ali i širok spektar boja. Zna li da su nekada biseri bili skuplji od dijamantata?

- What attracted you to move from your basic profession of graphic designer to the demanding and sophisticated world of designing timeless jewellery using precious metals?

I still go graphic design because I like it and need it in my daily work. One day I started designing jewellery for myself because I wasn't fortunate enough to find it in the form I liked in stores, and yet I like to wear it. Other people around me liked my private jewellery collections and "my jewellery" quickly became popular and highly sought.

- Why does every sophisticated lady need to have an enviable collection of pearls that for decades have had the status of family jewellery and never go out of style?

Like you just said yourself, every lady should have at least one strand of pearls, earrings and a ring, which then makes a small collection. Either white or Tahitian pearls, doesn't matter. It's quite enough. In my opinion, nothing can improve outfits like pearls, whether it's a business look, an elegant evening dress or an everyday outfit which involves good jeans and a white shirt. Personally, I love pearls and wear them with everything I've mentioned. I love their magical nacre, glow, eternal elegance, as well as a wide range of colours. Did you know that pearls used to be more expensive than diamonds?



- Da li su dijamanti zaista najbolji ženini prijatelji, kako kaže čuveni muzički hit, ali i najpametnija „investicija“?

- Mislim da bi bilo veoma tužno i zabrinjavajuće kad bih smatrala dijamant najboljim prijateljem. To je malo preterano i figurativno rečeno, ali znam šta je Merilin Monroe želela da kaže. Što se tiče investicija u dijamante, znam samo da godišnji rast njihove vrednosti iznosi od 5 do 10 procenata pa je na vama da odlučite da li da „investirate“ na ovaj način. Njihova neprolazna lepota je sama po sebi investicija za one koji vole lepotu.

- Kakav nakit Vi nosite, a kakav komad nakita volite da vidite na drugim ženama?

Isključivo moj (smeh). Moderan, vanvremenski, elegantan, otmen, rafiniran, luksuzan. Volim jednostavnost, minimalizam i rafinisanu asimetriju u kojoj tražim simetriju. Tako, ne stavljam na sebe više od jednog do dva prstena, naušnice i ponekad ogrlicu ili narukvicu. Mislim da tako najbolje dolazi do izražaja lepota i dizajn svakog pojedinačnog komada nakita.

- Are diamonds really a girl's best friend, according to the famous song, as well as the smartest, "investment"?

I think that it would be very sad and worrying if I thought a diamond was my best friend. It's a little excessive and figuratively said, but I know what Marilyn Monroe wanted to say. As far as investing in diamonds goes, I just know that the annual growth of their value ranges from 5 to 10 percent so it is up to you whether you want to invest in this way. Their timeless beauty is an investment in itself for those who like it.

- What kind of jewellery do you personally wear, and what kind of jewellery do you like to see on other women?

Only mine (laughs). Stylish, timeless, elegant, classy, refined, luxurious. I like simplicity, minimalism and refined asymmetry where I look for symmetry. So all I wear are one or two rings, earrings and sometimes a necklace or a bracelet. I think that's how beauty and individual design of each piece of jewellery is best expressed.



DK[©]

DANIELA KRÁKOROVÁ
KOMATOVIĆ



- Uporedite senzibilitet Praga u kome ste odrastali i gde ste se školovali sa senzibilitetom Beograda u kome živite i radite već osam godina.

Prag me nekako asocira na žurbu i moć, a Beograd na ljude. Neretko me pitaju zašto živim ovde kad mogu da živim u prelepom i "savršenom" Pragu. Ja uglavnom odgovaram da lepota može nekada i da dosadi (smeh). Beograd ima dušu, atmosferu i energiju, koja me stimuliše i inspiriše. Prag je danas jedna metropola, gde u principu sve funkcioniše, ali samim tim je i malo neinspirativan. On jeste epicentar kulture, obrazovanja, riznica istorijskog nasleđa i veoma je lep! Naravno da se nikad ne bih odrekla svog rodnog grada. Tamo su mi porodica, prijatelji, omiljene galerije, neka moja skrivena mesta puna lepih uspomena, koja se ne menjaju. Ali, moram priznati da mi je Beograd prirastao srcu, godinama je postao nekako moj grad gde se uvek rado vraćam i gde žive dobri ljudi, moji prijatelji koje rado viđam.

- Compare Prague's sensibility, where you grew up and where you went to school with Belgrade's sensibility in which you've lived and worked for eight years.

Prague is somehow reminiscent of the rush and power, while Belgrade is reminiscent of people. People often ask me why I live here when I can live in the beautiful and "perfect" Prague. I usually say that beauty can sometimes get boring (laughs). Belgrade has a soul, atmosphere and energy, which stimulate me and inspire me. Prague is now a great metropolis, where basically everything works, and it is thus a little uninspiring. It is the epicenter of culture, education, a treasury of historical heritage, and it is very beautiful! Of course I'd never renounce my hometown. That's where my family, friends, favorite galleries, some of my hidden places full of good memories that don't change are located. But I must confess that Belgrade has grown on me, as time goes by it's become my kind of town where I like to come back, where good people live, my friends that I'm happy to see.

