

JCK LUXURY

Published by
Reed Business
Information.
Summer 2005

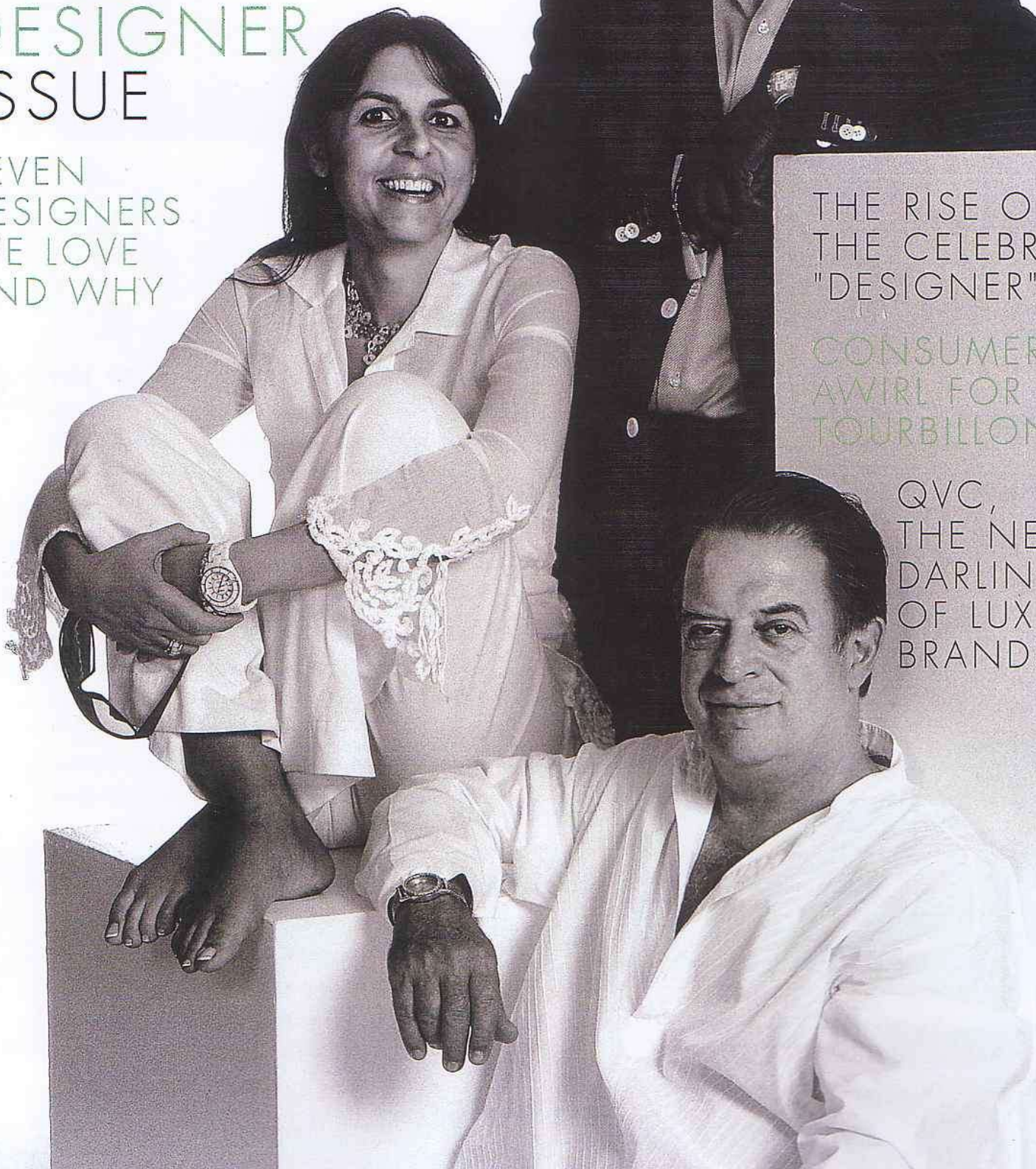
2005 DESIGNER ISSUE

SEVEN
DESIGNERS
WE LOVE
AND WHY

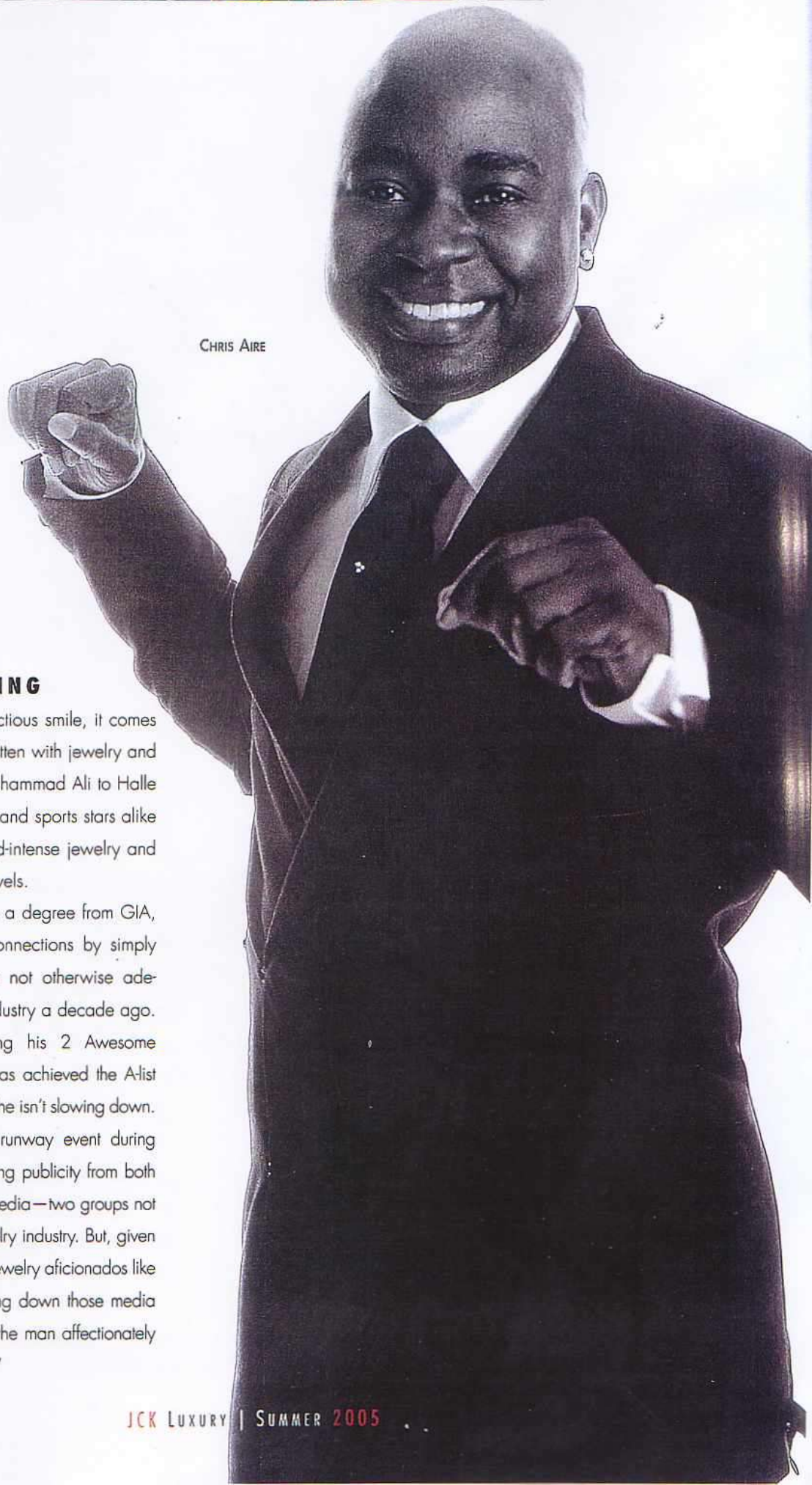
THE RISE OF
THE CELEBRITY
"DESIGNER"

CONSUMERS
AWIRL FOR
TOURBILLONS

QVC,
THE NEW
DARLING
OF LUXURY
BRANDS



CHRIS AIRE



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THE CELEBRITY DARLING

Given his warm demeanor and infectious smile, it comes as no surprise that celebrities are smitten with jewelry and watch designer **Chris Aire**. From Muhammad Ali to Halle Berry and Adrien Brody, Hollywood and sports stars alike wear Aire's creations—from diamond-intense jewelry and watches to his signature red-gold jewels.

Aire, a native of West Africa with a degree from GIA, developed his powerful celebrity connections by simply recognizing urban culture—a niche not otherwise adequately served by the fine-jewelry industry a decade ago.

In just nine years since founding his 2 Awesome International jewelry company, Aire has achieved the A-list recognition many others dream of, but he isn't slowing down. Last year, he hosted a star-packed runway event during Fashion Week in New York, generating publicity from both the fashion press and the New York media—two groups not known for paying attention to the jewelry industry. But, given the attention he receives from unlikely jewelry aficionados like basketball great Allen Iverson, breaking down those media barriers is just another day's work for the man affectionately known in Hollywood as "The Iceman."

CHRIS AIRE's signature red-gold and big-diamond looks are a favorite among his high-profile clients.

2 AWESOME INTERNATIONAL,

Los Angeles,
(213) 688-0900.

