

A detailed close-up of a dinosaur head sculpture, likely a T-Rex, with a textured, scaly skin in shades of grey and brown. The dinosaur's mouth is open, revealing a row of sharp, white teeth and a red interior. A chain of small, round, metallic beads hangs from the bottom of the mouth. The background is a soft, out-of-focus white.

PRESS KIT

2014



BAZAROÏDE

FASHION JEWELLERY

PARIS | HAUT MARAIS



an artistic ambition...

Bazaroïde is a new brand for accessories, easily recognizable by its ornamental, sometimes exuberant style. An identity that renews itself with materials and inspiring influences: the great sovereign entities, the idea of « elsewhere », the formal beauties of Nature.

glamorous, modern femininity plays with opposites, somewhere in between majesty and delicacy

NEO BAROQUE SOPHISTICATION



Bazaroïde's workshop is a paradise with cupboards full of wonders. Several collections of jewelry and scarves flourish in an ornamental style.

Arts and crafts is a humble activity. However, she designs her jewels as real little artworks. Many of them are unique models, made out of an item diverted from its original use. Be they real or virtual, materials inspire Bérengère, also attentive to fortuitous discoveries,

the happiest of all. Serendipity is the philosophy of this young brand that claims eclecticism in its name.

PORTRAIT | Bérengère Thieffry created **BAZAROÏDE**. She graduated from « l'Ecole des Arts Appliqués Duperré » and « Olivier de Serres ». She is a graphic designer as well as a photographer. As she also loves bargain-hunting, her close friends and family encouraged her to make her first necklaces. In 2000, she won a prize: « Le concours de bijoux du BHV », a jewel contest organized by a big Parisian department store. The assignment was to make jewels with recyclable material. She is proud of that achievement! Being an artistic director at the time, she was making jewels as a hobby. However, a few years later, the coming of a wonderful little boy changes her life and things speed up. The brand « Bazaroïde » sees the light in 2012. Becoming an artisan is the chance for Bérengère to fulfill her desires and to « make nice things and nice encounters ».

She welcomes you in Paris, in le « Haut-Marais ».

CREATION

Whether a unique item or part of a limited series, each piece of work is a stylish exercise aiming at character balance and elegance.

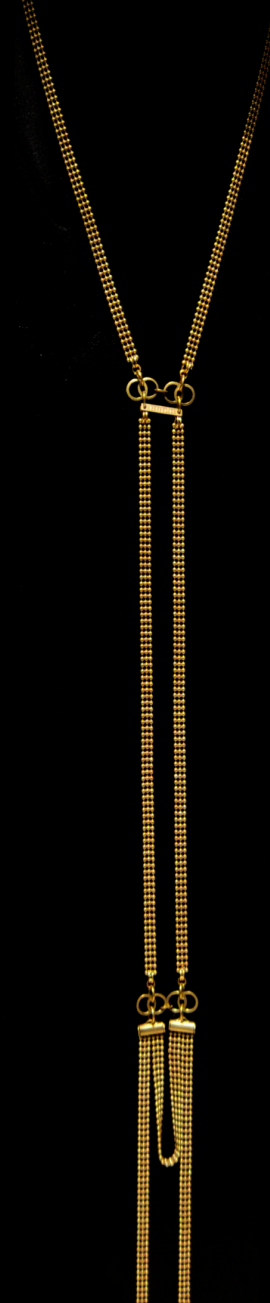
The dream of an artist who envisages jewels and scarves as the centerpiece of the outfit and the clothes as mere accessories to it!

* CREATIVE BEADS

BAZAROÏDE finds inspiring influences in the great bazaar where there is an infinite variety of raw materials... Chains, metallic beads, brass rubbing, semi-precious stones, laces, wool and ribbons, fabrics, leathers, feathers, seeds, barks, shells, frosted glass, driftwood, pasta, bolts, porcelain, charms and other vintage items... As many little treasures that arouse amazement... like the childlike pleasure of discovering a playful universe.



Making fashion jewelry is a very serious job indeed!



PAST AND FURIOUS

SPRING SUMMER 2014

● [Species] We could have named this season either «PRIMITIVE» or «ORIGINS», if it weren't for the terrifying dinosaurs in charge of staging it... Watch out, some of them are carnivorous! ● [Lineage] Modern but also vintage, raw but refined, both inspired by nature and urban glam, this collection plays on Bazarroïde's ambivalent codes more than ever. To sum it up, a retrosexy season. Roar...



THE COLLECTIONS:

[HTTP://WWW.BAZAROIDE.COM/COLLECTIONS.HTML](http://www.bazaroide.com/collections.html)

