



DINH VAN AND THE DESIGNER
ALEXANDRA GOLOVANOFF UNVEIL
AN EXCLUSIVE NECKLACE.

dinh van
PARIS

UNDER EMBARGO UNTIL 15 MAY 2024

This is the story of an obvious match between two leading Parisian figures. On the one hand, dinh van, founded in Paris in 1965, with a singular vision: to offer jewellery designed for everyday life for everyone. On the other, Alexandra Golovanoff, a designer with a a resolutely modern vision of Parisian Parisian casualness.

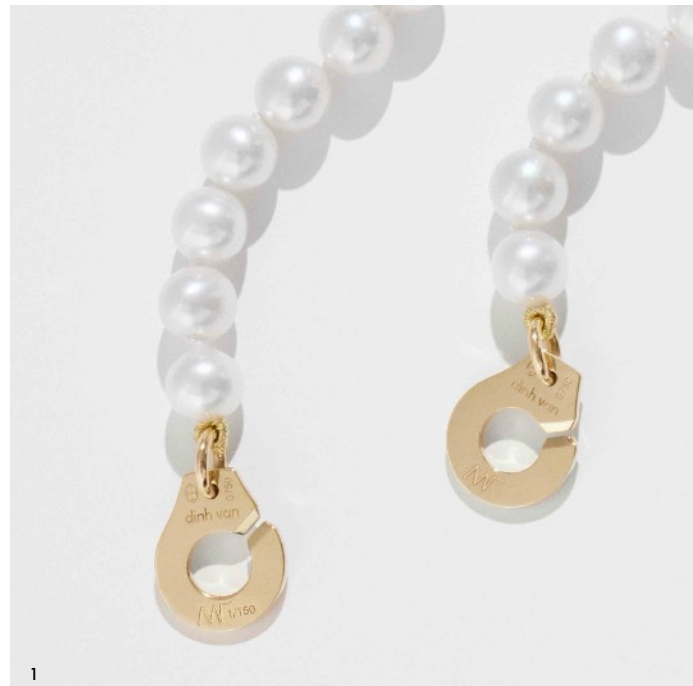
For Alexandra Golovanoff, dinh van is first and foremost a family story: *"My mother-in-law, whom I loved very much, wore a lot of dinh van, chains and bracelets. Over the years, she gave me several as gifts, including her pearl necklace adorned with Menottes dinh van. I didn't wear it much, as I thought it was a bit long for me, until I started to tinker with it, to twist it around using the notches of the Menottes dinh van to imagine different lifts... Sometimes a false double twist, sometimes hanging on the side, sometimes in a tie... Depending on my my desires and the combinations I invented for myself".*

For Spring 2023, Alexandra combined her pearl necklace Menottes dinh van with a Menottes dinh van R10 Lapis lazuli pendant. Every time the necklace appears in a photo, comments and messages multiply on social networks social networks, and she was asked about the necklace to find out where it could be found.

From this request was born the desire to collaborate on the creation a necklace that reflects Alexandra's many ways of wearing it, where the pearl sublimates the yellow gold of the Menottes dinh van, the clasp becomes a jewel.

This Menottes dinh van necklace is made up of 4 Menottes dinh van for an infinite number of combinations: double-row, sautoir, cravat, with a single Menottes dinh van or several, perfectly embodying the brand's aesthetic vision and its constantly renewed desire for ingenuity.

The dinh van x Alexandra Golovanoff necklace is produced in 150 numbered and engraved with Alexandra Golovanoff's symbol representing the initials of her children Mila and Virgile, available in dinh van boutiques in France and Belgium.



(Cover) On the cover image, Alexandra Golovanoff is wearing the 4 menottes R10 pearl necklace in yellow gold, the Menottes dinh van R7 chain rings in yellow and pink gold.

(1) Detail of the dinh van x Alexandra Golovanoff collaboration necklace, numbered and engraved with the Maison Alexandra Golovanoff symbol.

(2) dinh van x Alexandra Golovanoff pearl necklace with 4 R10 Menottes dinh van in yellow gold - Menottes dinh van R7 chain ring, yellow gold.



« Often women vary... different and always the same. I'm like that and I like the idea idea of versatile pieces that adapt to my desires. It guides me in everything I do. This necklace is one of the most beautiful examples of this, a piece that is completely timeless, a classic timeless, modern and creative. »

Alexandra Golovanoff



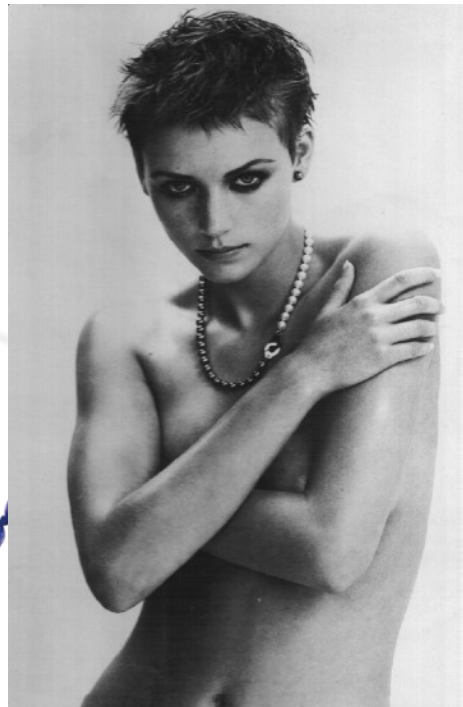
Several ways to wear a necklace



dinh van, from the archives

Very early, Jean Dinh Van imagined jewellery pieces in which he mixed his iconic and modern designs with spherical shapes interpreted by Akoya or Tahitian pearls or ornamental stones as lapis lazuli, malachite, tiger's eye and many more.

In 1967, in collaboration with Pierre Cardin, Jean Dinh Van designed a unique piece, the 2 perles ring. Half-ring, half signet ring, in 18k yellow gold, it is enhanced by two pearls, launching the trend for square jewellery with pearls.



Press credits: (1) Press clipping from the 80's. (2) Marie Claire 1998 - (3) Madame Figaro 1990. (4) Archive piece, Deux Perles ring, 18k yellow gold. (5) Archive piece, Menottes dinh van R12 necklace, yellow gold and lapis lazuli pearls.

ABOUT DINH VAN

In 1965, guided by instinct, Jean Dinh Van created a jewelry brand that defied all expectations. An iconoclast by nature, he crafted metal pieces with his hands like a sculptor, driven by his creative impulse. Jean Dinh Van's vision was simple: crafting jewelry deeply rooted in design, an extension of the body, accessible to all, to be worn anywhere, anytime. Jewelry that transcends the conventions of Place Vendôme by transforming everyday objects into jewels.

ABOUT MAISON ALEXANDRA GOLOVANOFF

Maison Alexandra Golovanof was launched in 2016 by Alexandra Golovanof with a line of luxurious Italian cashmere knitwear. It has since introduced a range of denim jeans, corduroy pants and jersey T-shirts, accessories, a perfume as well as a line of active and beach wear for a global offer all made in France. Today MAG is distributed in two stores in Paris, at 5 rue de Varenne 75007 and at l'Exemplaire, 334 rue St Honoré 75008 as well as in thirty wholesale doors worldwide and online www.alexandragolovanof.com

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