

The jewels of Barcelona

The jewellery firm Bagués-Masriera marks its 175th anniversary with a collection dedicated to the Catalan capital



Barcelona, February 2014-The Catalan jewellery firm Bagués-Masriera is one of Europe's time-honoured names in fine art jewellery. This year it celebrates its 175th anniversary with the design of an exclusive jewellery collection that pays tribute to the city of its birth: Barcelona. The collection features 25 spherical pieces, a shape symbolising a multifaceted, harmonious city that has found a niche for itself in the world.

Each piece has been made from white or yellow gold with diamonds and enamels, and decorated from a palette of 45 colours that encapsulate the characteristic colours of the Catalan capital.

Bagués-Masriera has earned international renown because of its concept of the jewel as a work of art in its own right and its use of enamelling as a key element in its pieces. The business, which is located on the ground floor of the Casa Amatller, creates art nouveau pieces under the Masriera brand. They are known for their sinuous floral motifs and sensual female figures. The Bagués brand specialises in high-end contemporary jewellery. The firm now has outlets around the world.





The origins of the jewellers Bagués-Masriera date back to 1839, when **Josep Masriera i Vidal** opened his own jewellery and gold and silversmithing workshop in Barcelona's gold and silversmiths' quarter. After his death, his sons **Josep i Francesc Masriera** gave a great boost to the business by designing high-end artistic jewellery and reviving a number of enamel-painting techniques. However, it was Josep's son, **Lluís Masriera**, the foremost art nouveau

jeweller in Europe, who established the firm's reputation as a world-class brand.

The history of the firm was marked by the merger between leading names in Catalan jewellery who boosted its reputation and prestige around the world: the firm entered into a merger with the Carreras family in 1915 and Bagués absorbed the business in 1985. This dynasty of jewellers was established in Barcelona in 1917 and is renowned for its collection of contemporary pieces inspired by the Mediterranean.

Bagués-Masriera is a member of Turisme de Barcelona through its Barcelona Shopping Line and Barcelona Premium programmes.



<http://www.masriera.es>

<http://www.bagues.com>

