



SIX

SENSE.

*MADE*

# SPOTLIGHT

## john HARDY

by Diana Bocco



Canadian-born John Hardy might be best known as a maker of luxury accessories and an authority on style, but there's a lot more to Hardy's eponymous brand than meets the eye. Launched over two decades ago in 1989, the company has aimed for uniqueness from the get-go, with creations exclusively made by hand at the company's factory in Bali. With sterling silver playing a key role in most of the designs, each piece is perfectly complimented by diamonds, black sapphires or topaz, oozing elegance and luxury. With each piece created using traditional Balinese techniques such as jawan (granulation), and rantai (woven chain), each piece is guaranteed to be finished to perfection.

From the outset, Hardy has always focused on making his brand as environmentally-friendly as possible. According to Damien Dernoncourt, the company's CEO, their brand strategy has always been to promote the concept of 'sustainable luxury'. This means incorporating traditional crafting methods into each design, whilst ensuring nobody and nothing is harmed in the production process. "We are not good at compromising and we do everything wholeheartedly", says Dernoncourt. "We are passionate about the artisanship [in our work], and hand-made arts in general. We care about the environment in which people live, whether our employees specifically or the communities that we each live within."

John Hardy's newest creation is the exotically titled 'Bamboo Collection', which is special in more ways than one. On top of the exquisite design and high-quality hand-crafted pieces, this range also sees a unique and somewhat unprecedented collaboration between the brand and John Hardy customers. For each piece sold, the company plants several bamboo seedlings in Bali in order to compensate for the resources used. "To date, the bamboo collection has seen over 600,000 bamboo seedlings planted in an approximate area of 1,500 hectares of land," says Dernoncourt. "That is about 4.4 times the area of Central Park in Manhattan, New York."

*John Hardy collections can be found at Harrods and Net-a-Porter in the UK and online.*



[www.johnhardy.com](http://www.johnhardy.com)