

From Liza Urla, the founder and author of the award-winning jewellery blog

# GEMOLOGUE

## Street Jewellery Styles & Styling Tips



Liza Urla advises us not to look at clothes when meeting a new person, but instead to look at their jewellery. She describes it as the ultimate means of self-expression, essential to our identification as humans. In fact, jewellery predates clothes. "Jewellery is our armour" Liza says, "and precious stones our amulets".



Considered to be the first jewellery influencer in the world, Liza Urla was one of the pioneers helping to take the jewellery world online. Blogger, entrepreneur and gemologist, Liza started GEMOLOGUE.com back in 2009. Since then, she has worked with countless jewellery brands including Chanel, Van Cleef & Arpels, and Bulgari, and she currently has over 300,000 followers.



From April 2018, will launch an instant classic for jewellery-lovers, first street style book dedicated to jewellery! Featuring inspirational and eye-catching photographs, encompassing costume



and tribal jewellery as well as fine, the book combines street-style photographs with Liza's signature styling creations in fashion context.

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The purpose of the book is to inspire fashion and jewellery lovers to find their own style by leafing through the pages of captivating street style. In the new GEMOLOGUE book, we journey from continent to continent with Liza, who chronicles the pieces that capture her imagination and her heart. We also get a rare opportunity to access people's personal jewellery boxes.

As Liza says, the best pieces are always in private collections! Her favourites are presented alongside her own jewellery styling practice, in collaboration with various designers from the jungles of Brazil, the beaches of Mexico, or the streets of London, NYC, Paris or Moscow.

*Liza is available for interviews.*



GEMOLOGUE will be available from Amazon and all good bookstores  
Review copies & press images are available on request  
For all publicity queries, please contact Hannah Gooch  
Email: hannah.gooch@accpublishinggroup.com & info@gemologue.com  
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