

By CLARE AUSTIN Photography STEVE ZHU



THE COOL, COOL SILVER DANE

There's no mistaking Michael Holm in any hotel lobby. His pate is as minimalist as the strikingly simple designs he helps promote. Holm isn't on the staff of silver designer Georg Jensen, but he's one heck of an unusual "style translator".

Holm, a native of Copenhagen where Georg Jensen is based, runs a public relations company that counts Georg Jensen among its clients. But he developed such a passion for Jensen's jewellery, watches and silverware, that he took on the role of choreographer for a series of fashion shows using the jewellery. "My basic role is interpreting nearly 100 years of design history," Michael says proudly.

"This is the first time Georg Jensen has let anyone interpret their design. I wanted to show how very nice jewellery can be worn everyday with clothes that are not necessarily fancy. We're using customized jeans made by yours truly in my kitchen! I want people to say: 'I didn't think such high end pieces could be worn like that'. I'm trying to get Georg Jensen away from the 'suit' image, into a more modern environment."

He will be back in Singapore later

It's old (98 years). It's minimalist. Worldwide, collectors are still passionate for more of the same, decade after decade. Now, that's enduring style. Michael Holm reveals how he turned his client, Georg Jensen, into a personal mission

"I'm an interpreter of the immense archive of designs that Georg Jensen has. My basic role is interpreting nearly 100 years of design history."

this year to do the show for the Fall '02 collection.

Some of Georg Jensen's distinctive designs – the bangle watch by Vivianne Torun Bulow-Hube, the sterling silver Nanna Ditzel cuff, the

Fusion ring by Nina Koppel – have achieved cult status. The timelessness of the organic shapes begins and seals an enduring love affair with anyone who owns a piece. And soon, one collectible begets another.