

# internationaleyeye

## KWM<sup>®</sup> for the USA

ry as well as couture accessories for personal use and the home, plus bags and luggage. Since opening the showroom three years ago, the Brussels-born Möckel has already made KWM Exclusives an important source for forward-thinking U.S. buyers who want to enhance their product mix with distinguished, cutting-edge designs from European and Asian talent.

"For years I met designers throughout Europe who wanted to sell in the United States but were unable because it seemed so foreign to them. I started out by helping them here and there,

**Left: Sterling silver jewelry by Zebra Design. Far left: Citrine ring by Bernd Aldenhoff. Below: Necklace by Tamara Comolli. Opposite: Sterling silver and cultured pearl rings by Akiyo Matsuoka**

and soon I had a full-fledged business," recalls Möckel.

The first lines concentrated on fashion accessories such as hand-embroidered couture scarves and handbags from Lesage, famed embroiderer to the top French couture ateliers. But as the jewelry business turned more precious, Möckel was able to finally pursue the category, which he says, "I have a passion for." Now included in KWM's stable of 12 designers are: Tamara Comolli, Munich; Bernd Aldenhoff, Düsseldorf; Akiyo Matsuoka, Tokyo and New York; and Coleman Douglas Pearls, London. "Many European and Asian designers feel more comfortable being in a location run by a European," Möckel adds.

What does it take to sell new European jewelry designs in the states? The finesse of a diplomat, the foresight of an impresario, a load of charm and, oh yes, not incidentally, the knowledge of at least seven foreign languages!

Put them all together and you have K. Wolfgang Möckel, the name behind the initials that make up KWM Exclusives, Inc., a midtown Manhattan multi-line wholesale showroom that emphasizes fine, innovative European and Asian jewel-

