



# Australian Luxury

Curtis Australia makes pens and much more



This richly lacquered retro style 'Komo' fountain is set with a genuine diamond for added sparkle

BY NANCY OLSON

**C**urtis Australia is an Australian, family-owned luxury brand that has evolved over five generations of fine craftsmanship, with a heritage that can be traced back to the late 1890s. President Glenn Curtis is the fourth of those generations and while a jeweler himself, his main role is constructively developing the Curtis brand in international markets, growing long-term relationships at all levels.

**Stylus:** Can you tell us a little about the evolution of your company?

**Glenn Curtis:** Almost a hundred years ago jewelry became the focus of our business and more recently our work has included creating a highly regarded range of quality pens. While this has been going on, we have continually developed our work as jewelers, and we are perhaps the



Limited Edition 'Golf's Grand Slam' pens celebrate one of sports most astonishing achievements



*Our pens have been developed using our considerable jewelry experience and the striking combination of precious materials and stylish design has captured the attention of the market internationally.*



Pink & Black 'Streamline' ballpoint (left) with faux tortoiseshell 'Mini' ballpoint (right)

only luxury brand with this unique combination of skills, knowledge and heritage.

We now have our direction firmly set on creating beautifully crafted pens and fine jewelry. Our pens have been developed using our considerable jewelry experience and the striking combination of precious materials and stylish design has captured the attention of the market internationally. We've been nominated for and won quite a few awards, carving a reputation for high quality, interesting products with exacting standards.

Our luxury pens and accessories are made in our own purpose-built, brand-new studio by jewelers and pen makers working together with our design team.

**Stylus:** As the Australian luxury market is relatively small, who do you consider your main markets and which sectors are most significant?

**GC:** You are right in saying that in global terms, Australia is a relatively small market. We've enjoyed building a considerable reputation there as creators of high-quality handcrafted pieces over many years, including commissioned work at national government level. In terms of markets, the emerging Asian market is immensely important to us, and we are actively looking for suitable distribution partners there.

The more mature American market is extremely important too. Now that we have consolidated our own distribution channels, we are focusing our efforts in the U.S. on quality independent jewelry retailers. We feel our range of pens and jewelry, together with accessories such as cufflinks and key rings, holds real value to stores in the US.

What's immediately interesting for luxury stores is that all Curtis pens literally have a precious element in either material or gems that jewelers and their



'Prestige' features finely worked, modelled and sculptured silver relief for a truly tactile pen

customers can readily appreciate. This makes the brand a perfect fit: staff find the pens easy to offer to their customer, since both already have a love of precious materials. With most Curtis pens handcrafted with sterling silver details, it's a simple step.

**Stylus: Can you explain what makes Curtis Australia pens and jewelry different?**

**GC:** We strive to create pens and jewelry that bring together form and function; this has led to designs that are visually engaging but still practical. Our pen work is the result of the jeweler meeting the pen maker—precious materials combined with a creative, stylish approach to color and technique.

We also create silver cufflinks and key rings that compliment our pen ranges, as well as gold and gem-set brooches, pendants and necklets. Our limited edition pen models have attracted a considerable following and have won awards. We love creating them as they allow us unique opportunities to showcase our skills.

Curtis Australia appeals on several different fronts. Our extensive pen range can solve many a gift inquiry, there's no problem with sizing, and everyone needs a pen. They are perfect for male or female, and can even extend business into corporate areas, answering those inquiries

for a number of gifts that suit a range of recipients. Our least expensive pen, Komo, individually set with a diamond and in jewel-like lacquer colors, makes a perfect and affordable gift for an individual or businesses.

With an understanding and history of creating fine jewelry, we are uniquely positioned to help jewelers carry Curtis Australia in their stores.

**Streamline**

This is our most competitively priced pen with a sterling silver spring clip and collar. It is available in a range of seven fashionable colors, including a hot pink/black combination, classic red and blues. Available in a choice of ballpoint, rollerball or fountain, this pen makes a great gift. Every pen is individually hand finished to jewelry standards by our own craftsmen.

**Dream Writer**

This new range of pens is available as a twist-action ballpoint, rollerball or fountain pen. With a sterling silver decoration, spring clip and cap collar, Dream Writer is stylish, fun and smart. It is available as a ballpoint, rollerball or fountain pen, each one hand finished and presented in a luxurious padded box to make a complete, easy-to-give gift.

### Sterling Silver pens

Curtis Australia creates pens from solid sterling silver using skills little changed over centuries. Two of our ranges, Prestige and Brighton, are solid sterling silver models that appeal to those who appreciate fine craftsmanship. Each pen features decorative relief work that is finely sculptured in silver, adding style and gravitas to these fine pens. Hours of handwork go into each one, with assured quality through patient craftsmanship.

### Stylus: What's been happening on the jewelry side of Curtis Australia?

**GC:** We're very excited about Morning Mist—a beautifully elegant diamond necklet and fountain pen that are part of a wider range of new pieces set with Silvermist Diamonds. These unique silver grey Australian diamonds have a fascinating soft luster and a brilliant light. Inspired by the ethereal effect of morning mist over water, the magical effect of reeds overlying the waters edge is captured by yellow gold overlaying hundreds of hand-set diamonds. We love creating pieces like these that come from deep inside the imagination and capture the feeling of a special moment.

We've developed our own ranges of Curtis Australia jewelry—these aren't shown on our website. They are exclusively designed pieces just for jewelry stores—they won't be offered to pen stores. Our philosophy is that our more expensive high-end gem set pens and jewelry pieces will only be available through jewelers, as they need special handling and an understanding of how they have been created.

We have planned ranges for Silvermist Diamond jewelry, Arygle Diamond jewelry, Pearl Collections, Opal pieces and white diamond ranges. These gems are all Australian but with a truly international appeal.

### Stylus: What qualities make Curtis Australia appeal to those who really appreciate luxury?

**GC:** Craftsmanship is a cornerstone of luxury—people really appreciate the hand-crafted nature of our work,



Hand set with hundreds of 'Silvermist' Diamonds, Morning Mist captures the essence of early morning by the lake with imagination and fine jewellery skills.

particularly in a world where life is such a rush. A palette of precious metals combined with exciting color allows us to be really creative, and our philosophy is to apply equal measures of patience and skill to create something that will last and become treasured over generations.

I think our use of precious materials in pen making alone makes us a fascinating company. Add to this imagination, creative thought and a myriad of wonderful gems, and we are able to create stunning statements that are capable of stirring real emotion.

Our Limited Edition pens, often telling stories of adventure and achievement are noted for their finely sculptured relief detail, fascinating everyone when they are released.

Fine pens have been enjoying a resurgence as people value owning and giving a truly personal gift. There is a tremendous interest in stylish, elegant living with "retro" character models finding particular favour.

Those moments when a customer is looking for something different are perfect for introducing our pens.

### Stylus: How does one find out more about Curtis Australia?

**GC:** We have a comprehensive website that is easy to navigate and provides a wealth of information, including images and articles ([curtisaustralia.com](http://curtisaustralia.com)).

Curtis Australia pieces are available in a selected number of fine stores. Just contact us via our website for more details. We are working to increase the number of stockists in the U.S. by inviting interested jewelry retailers and pen stores to contact us for more information.

Sparkling diamond jewellery is another facet of the Curtis Australia studio

