



*“The human hand and the thoughts that guide it provide an irreplaceable emotional dimension”*

# Estelle Lagarde

Estelle Lagarde is a talented and passionate “gouacheuse” who takes us into her world of remarkable elegance and finesse. Her works are “gouachés”, namely drawings of jewels and watches, of admirable precision, for top jewellery and watchmaking houses. Essential to the creative process, the “gouacheur” conveys the soul of a piece of jewellery and the emotions it evokes. What’s more, the precise codes of a “gouaché” (scale, luminosity, etc.) are all indications that facilitate the manufacturing process.

By Helena Perdoux-Frances



## IT WAS ONLY A STEP FROM JEWELLERY TO WATCHES

This world of beauty and ingenuity, at once pragmatic and magical, suits Estelle Lagarde, who loves working with her hands to create objects in precious stones and metals. When she was younger, she fell in love with fashion and enjoyed sketching silhouettes. Fashion and jewellery are twin sisters; as she loved one, she adored the other. Working in an enamel workshop, Estelle discovered the magic of dials and how they relate to jewellery. Estelle Lagarde fell in love with watches by chance. She ended up choosing watchmaking.

## THE PROJECTION OF HUMANITY IS ESSENTIAL TO THE IMAGINATION

After a period of retreat, the watchmaking and jewellery industries have gradually returned to craftsmanship in search of that extra touch of soul so prized by aficionados. Watchmakers and jewellers are looking for what only human beings can provide ... unbridled creativity, the emotion of a moment repeated over and over again, and a rich, evolving imagination.

*‘I believe that the human hand and mind are the luxuries of tomorrow’*

## TRANSMISSION IS ESSENTIAL TO ART

Estelle believes that passing on knowledge is a way of perpetuating it. She’s not afraid of other enthusiasts invading her creative space. Always on the move, her desires may take her elsewhere. In fact, she orchestrated the transfer.



Although it was planned that her talent would be shared face to face, the Covid turned this into a digital transmission. Standing in front of others, working with these new kind of apprentices and mixing their gestures are all aspects she misses, but Estelle couldn’t resist. Curious amateurs, students and designers have all come to feed this niche market. The demand is there.

*‘People feel the need to create with their hands and to go towards beauty’*

## FROM DESIGN TO MANUFACTURE...

In 2019, Estelle has created her own jewellery brand and is gradually making a name for herself on the networks. Talking about her ‘gouachés’, an art so accomplished, she realised that it was only a step from drawing to making. Her collection, called

LAGARDE, will have its own website at the beginning of 2024. Gouaché is—and will remain—an integral part of Estelle Lagarde’s development, so potential customers will have the pleasure of discovering her world in advance. On Facebook, Instagram or LinkedIn, you’ll find her page lagardejewelrydrawing. Estelle also shares the stages in the creation of her jewellery collection.

## THE ART OF RENEWAL...

In partnership with Lefranc Bourgeois, a famous paint brand, Estelle Lagarde has also decided to create large canvases depicting watches to be exhibited at major watchmaking events.

*‘I’m still learning. That’s the most important thing’*

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