### Send your dealer news to Frances Allitt at francesallitt@antiquestradegazette.com





**Gwen Hughes** is among the exhibitors at the London Original Print Fair. gwenhughesart.co.uk

## How did you get your start?

I started dealing over 20 years ago, after leaving the BBC where I had worked at Radio 3. I had a young family at the time, and the idea of working mainly from home - and being free for the summer holidays – appealed. It takes a long time to build up client base and a reputation as a dealer, so by the time you've done that, you can't give up!

## 2 What is your area of focus?

I deal mainly in Modern British prints - works from the 1960s-90s (with a bit of leeway on either side). It was a great period in British printmaking, with lots of experimentation in subjects and technique, when some of the foremost figures in British Art were giving printmaking a go: Moore, Hoyland, Scott, Hodgkin, Frink, Hepworth – and so many more. I love prints for the textures they can achieve, and the challenges they pose, both artistically and technically. It's one of the most collaborative and democratic of art forms, and that comes through in so many works.

## What is one great discovery you've

I once found a Hockney print mis-catalogued in a Wild West auction. Goodness know how it got there. But it was a great find!

# What projects have you worked on

I love the London Original Print Fair. I've been doing it for many years now, and you get such fantastic dealers and visitors. There is such a genuine enthusiasm – I'm really looking forward to being there again.

## **5** Do you have a collection in your home?

There are a number of works which won't be leaving the walls, especially Prunella Clough -I'm a great fan of hers. Mostly, though, the stock is stored safely away.



Left: Portrait of a Girl by William Scott (1913-89), lithograph, 1948, offered for £9000 by Gwen Hughes.

Right: still from Mendel's launch campaign. (Models Rue Charlotte and Yasmin El Yassini, photographs Anna Sampson, make-up @edenlooks.mua, black corsets by Danielle Goldman, dresses by Valériane Venance.)

# Fresh buyers urged to feel alive through mourning jewellery

The founder of a new dealership devoted to antique jewellery is determined to bring the field to a fresh generation of buyers.

Maudji Mendel launches Mendel's Antique Jewellery this month, focusing on Georgian and Victorian mourning jewellery.

"I've always been interested in jewellery and have collected it personally," Mendel tells ATG, adding that though the big London jewellers offering antique pieces are admirable in their way, they can feel

somewhat closed off. "I don't like the idea of any world feeling exclusive."

Instead, the new firm will offer jewellery that is accessibly prices and distinctively marketed, making use of newer or cuttingedge designers, models and photographers to show off the stock in a way that is both challenging and appealing to modern eyes.

Above: Maudji Mendel. "Mendel's is about showing antique jewellery in a different light, one that appeals and speaks to a younger consumer base who care about inclusivity, sustainability and accessibility," Mendel says.

In the launch campaign, women are shown wearing items of men's jewellery to stress the increasing gender fluidity of fashion and biggerbodied models are used in a bid to democratise the pieces.

The jewellery is paired with the clothes of up-

and-coming London designers such as Valériane Valance and Danielle Goldman, while the setting of the photographs is deliberately styled with historic, Victorian touches.



Though just 24, the dealer has plenty of experience in the art world and the trade.

Art experience

Since working at Modern British art firm Liss Llewellyn from 2018-21, Mendel

has been involved in the charity Rediscovering Art by Women, which is a collection of Modern (and more recently Contemporary) artworks by women artists, with a focus on Surrealist works.

These are researched and loaned out to shows at institutions to broaden the understanding of women artists in the 20th century and beyond.

For now, the jewellery dealership is online only, which gives the founder the latitude to continue work on Rediscovering Art by Women and other projects, while also keeping overheads

and prices low. Pieces range from £475 to £19,900 with the majority being under £5,000.

Mendel adds: "I don't know anything quite as beautiful as Georgian and Victorian jewellery and you get so much more for your money by investing in antiques rather than contemporary jewellery in my opinion. That's the motivation behind the business."

mendels.co.uk

3













1. Two views of a Georgian mourning ring, 18ct gold and enamel mourning ring to Sir Walter Farquhar, 1st Baronet, set with a diamond to the centre (approx 0.55ct) in a foiled silver setting, £4000

2. Victorian 9ct gold citrine and pearl winged heart brooch symbolising triumphant love or 'love taking flight', £475.

3. Georgian 'not lost but gone before' garnet halo urn ring with polished crystal and white enamel with text to the shank: Hannah Robinson OB. 5 AUG 1769, £2750.

4. Late Victorian 18ct gold and black enamel bangle. French provenance, £10,200.

16 March 2024 | 31 antiquestradegazette.com