

Tuesday 15th of May 2018 - Paris & Singapore - For immediate release

The „Ribbon-Bangle“ from Les Interchangeables, Paris handmade jewellery, wins Gold Medal and « Grand Prix de la Tour Eiffel » at Concours International Lépine 2018 for its first attempt.



Les Interchangeables have created a sensation for their first attempt at Concours Lépine in Paris, the highest ranked award for inventions in France since 1901.

The revolutionary “ribbon-bangle” was presented for the first time in Asia during the TFWA exhibition of Singapore . Based on a soft brass structure the ribbon-bangle is covered with palladium, gold, pink gold and can receive the traditional multi-coloured haute couture stretch ribbons of the brand which fits any wrist or finger. You can create as many combinations according to your wishes in just one second!

[Click here for demo video](#)

Audrey Bot (Owner, Designer & Inventor of Les Interchangeables) : “ We are very proud to have won these 2 prizes for our first attempt in Concours Lépine, the highest ranked award for Innovations and Inventions in France. It rewards our creativity efforts and wish to break the rules of the jewellery market. The “Ribbon-Bangle” is a revolution as it enables all our customers to create their own bracelet in a very quick and easy manner. The success has been immediate in France and we are looking forward to seeing the same success abroad. We had an amazing response in Singapore during the TFWA exhibition and we hope to have the same success as with our Swarovski-ribbons which get a second life when used with the “Ribbon-bangle””

About les Interchangeables: Woman of conviction and talent, Audrey Bot created silently but with determination The Interchangeables in 10 years, a fantasy and luxury jewelry brand which is like her and her spirit.

The pure essence of the brand : the elegant combination of a simple “haute couture”

stretch ribbon and luxury crystals of the prestigious Swarovski® brand gives birth to affordable luxury models.

New products develop as quick as the ideas of the creator : strass box, chokers, bulrushes, rings and semi-precious stones bracelets. Renewed each season but always linked to the original concept, the models are multiplying without ever being alike but always fitting with perfection !

The recipe of Success: Hand-Made in Paris, France. The brand has always worked with beautiful high-end materials and is determined to produce in its workshop in Paris.

About Concours Lépine / A.I.F.F. : is an association created the 08th December 1901 regrouping inventors owning issued patents or intellectual Properties. A yearly contest rewards inventions from all over the world during the International Paris Fair.

GOLD MEDAL 2018

Category : NATURE & ART DE VIVRE

Inventor's name: BOT, Audrey

Name of Invention : LES INTERCHANGEABLES "RIBBON-BANGLE"



Award-winning innovation

On Monday, Les Interchangeables won a gold award at the prestigious Concours Lépine in Paris for its Les Années 70 collection. This award was in recognition of the product's "Art de Vivre". It is the first time Les Interchangeables has participated in the awards.

Le Jolie Box, which was launched last September, is a key focus for Les Interchangeables at TFWA Asia Pacific Exhibition Conference. The former creator and process of fashion, jewelry handmade in Paris. The great success of the brand is in elegant combination of high "haute couture" stretch ribbon and Swarovski crystals, resulting in a wide choice of affordable luxury.

"It is our third time exhibiting here and we had a very good reception for our products," explained Claire Kandler, Buy Area & Retail Market, Les Interchangeables. "We have new customers in Asia as a result of exhibiting at TFWA Asia Pacific Exhibition Conference. Our products are well received by the retail channel."

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