

## Press release

### Patrick Mavros Atelier - Mauritian Wildlife Foundation

October 09<sup>th</sup>, 2020

#### Patrick Mavros - A family of creativity, a legacy of conservation.

#### Patrick Mavros' support of Mauritian Biodiversity increases as Mauritius faces its worst environmental crisis.

*"In less than two months, over 300 bangles were sold, raising over Rs 750,000 for the MWF. During these two months, 50% of the selling price was put aside for MWF."*

World renowned luxury brand, Patrick Mavros, is a family run business that commands considerable respect for its extraordinary expertise in jewellery design and *objets d'art*. Inspired by nature with designs that range from literally ants to elephants, each creation has its own unique story that adds considerably to its charm and value.

Founded in Zimbabwe, the Patrick Mavros brand has been manufactured in Mauritius for 14 years. The flagship store in London opened over a decade ago, and a location in Nairobi have all gained international acclaim and recognition for the brand.

Forty years later, Patrick Mavros is the definitive African luxury brand with a discerning clientele that includes royals, heads of state and celebrities.

Today, this unique story is deeply rooted in Mauritius where designers Kate and Forbes Mavros continue to be inspired by the island's rich nature. The Patrick Mavros Atelier located at Beau Plan is housed in a historic 160-year-old metal foundry. Visitors are guided through a working jewellery Atelier and are invited to meet the amazing team of master craftsmen who create intricate pieces of art.

Ancient and modern techniques are used in tandem to produce the wonderful collections inspired by the beauty of Mauritius and the African wildlife and culture. Forbes and Kate have enhanced the brand's original classic sterling silver designs with natural gemstones and diamonds, combining 18ct yellow gold with sterling silver.

The family's passion for nature and wildlife is reflected through their dedication

to support the conservation of endangered endemic species. Since 2015, Forbes & Kate Mavros have been creating the Mauritian Wildlife Collection, a set of 8 silver and gold pendants portraying the endemic Kestrel, Echo Parakeet, Pink Pigeon, Rodrigues Fody, Fruit Bat, Ornate Day Gecko, Round Island Boa and also the Aldabra Giant Tortoise, an analogue species which has been reintroduced to fulfil the role of the extinct Mauritian Tortoise. The Mauritian Wildlife Bracelet with all 8 species has also been produced.

*‘When we designed the Mauritian Wildlife Collection, I wanted to have pieces of jewellery that portray the endangered species and hoped that would educate and sensitize our customers about how close these species are to extinction if the Mauritian Wildlife isn’t there to look after them. Whilst these pieces reflect the Patrick Mavros identity, they are also affordable so that many people can enjoy them’,* said Forbes.

Since 2013, Patrick Mavros had donated over Rs 450,000 to the MWF through the sale of these pendants and bracelets. When the Covid-19 pandemic brought along a lockdown in Mauritius, another thought came to Forbes’ mind. Using a piece of basalt rock, Forbes started to manufacture bangles using ancestral forging techniques and some more modern tools. Under his verandah, the **Forged by the Ocean** bangle No 1 was created.

The bangles were posted on the Patrick Mavros Instagram page and went on to be a wild success. In less than two months, over 300 bangles were sold, raising over Rs 750,000 for the MWF. During these two months, 50% of the selling price was put aside for MWF.

*‘When Forbes called, it was 20h30 on the 25<sup>th</sup> of March. He only said, “I’ve got an idea. Go and check your WhatsApp,”* said Jean Hugues Gardenne, MWF’s Fundraising Manager. *We had been discussing fundraising ideas for months regarding his Mauritius Wildlife Collection. This year, before the lockdown, we were thinking of a strategy and a new communication plan to sell the collection online. His call was quite a surprise as the **Forged by the Ocean** bangle wasn’t a planned action, only a spontaneous inspiration resulting from the circumstances of the moment. Forbes is a true artist, and one can never force an artist’s inspiration; sometimes it takes two years and sometimes only a flash of a second. So I followed the link, amazed by the video I watched, and replied, “That’s great!”’*

The response from their customers was also great. The **Forged by the Ocean** bangle is still for sale now and will continue to raise funds for the Mauritian Wildlife Foundation alongside the original Mauritius Wildlife Collection of pendants and charm bracelets. Patrick Mavros' support of conservation work in Mauritius is deeply reinforced by their commitment to this foundation. The funds will support the Mauritius Fody Conservation Project, an endangered endemic passerine which has a population of 500 individuals on Ile aux Aigrettes.

In conclusion, Forbes stated, *'We are deeply saddened by the impact of the oil spill on the pristine lagoon of Pointe d'Esny and on Ile aux Aigrettes. As a sustainable company, we purchase recycled raw materials, have a low impact on the environment and also support conservation work in Mauritius. We are thrilled to be the Gold Species Champion of the Mauritius Fody and will honour this title to the utmost of our ability.'*

From Jean Hugues Gardenne  
Mauritian Wildlife Foundation

Information

**<https://www.patrickmavros.com/pages/forged-by-the-ocean>**

For more information about **Patrick Mavros Atelier**

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