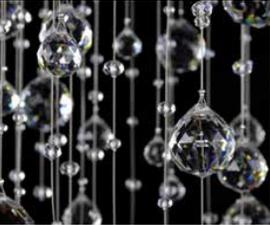


The New Monarch Gallery on 5th Avenue South

BRINGS "THE WORLD OF CRYSTAL INSPIRATIONS" TO NAPLES



Welcome to the world of **CUSTOM CRYSTAL LIGHTING** inspired by the **Austro-Hungarian Monarchy**.



HOFBURG PALACE IN VIENNA, THE FORMER PRINCIPAL IMPERIAL PALACE OF THE HABSBURG DYNASTY RULERS.



**Your imagination...
our creation.**

Recognized as a preeminent crystal lighting design resource for architects, designers, contractors, builders and homeowners, we offer luxurious custom crystal indoor lighting & fixtures with an attention to detail and unique look.



The intricate double-headed eagle insignia in the Austro-Hungarian Monarchy crest on the glass entry to the new Monarch Gallery welcomes and transports people to the majesty of Old Europe on 5th Avenue South in Naples.

The Monarch Gallery theme, look and atmosphere is inspired by the Austro-Hungarian Monarchy ruled by the House of Habsburg, where two large stunning portraits of Empress Elisabeth (nicknamed Sisi) of Austria and Emperor Franz Joseph of Austria hang on the gallery's walls. Pure Bohemian crystal and crystal glass, the two key products offered by the Monarch Gallery began its production just during the Habsburg Empire (1438-1806) on crown land within Austro-Hungarian Empire, in the present-day Czech Republic.

"We want to bring a little bit of Old Prague to Southwest Florida," says gallery owner Jaja Verner, who with husband Andrew and four-year-old son Theodor, relocated to Naples from Prague last year bringing with them an extensive knowledge of Bohemian crystal, crystal lighting design, crystal glass and Victorian garnet jewelry and much more.

Prague is mostly famous for being the capital of the Czech Republic, and is often called the heart of Europe with its well-preserved baroque architecture. Mrs. Verner notes that American tourists are the largest foreign group visiting Prague and many are interested in authentic Bohemian crystal.



BOHEMIAN CRYSTAL GLASS IS A SYMBOL OF QUALITY, CRAFTSMANSHIP, UNIQUE STYLE, AND BEAUTY



The couple opened The Monarch Gallery at 612 5th Avenue South, overhauling and combining the former locations of Lady from Haiti and Tropic Real Estate, fashioning a new 1,200 square foot art gallery with its idiosyncratic collection of novelties, art and curios, all hand-picked and curated by the Verners.

"It's easy to choose the best location," says co-owner Andrew Verner. "There is no better location in Naples than 5th Avenue South. It was very hard and took a long time to get this space, but we are finally here and we are very excited and grateful. We love it here," adds Jaja Verner.

The new Monarch Gallery's primary focus is on luxurious custom crystal indoor lighting including a wide selection of crystal chandeliers, crystal floor and table lamps, spotlights, wall scones and much. Additionally, The Monarch Gallery is a preeminent crystal lighting design resource for architects, designers, contractors, builders and homeowners seeking sumptuous crystal indoor lighting and fixtures for a high-end interior look in their homes and commercial (condominium, office, hotel & hospitality, restaurant, healthcare & hospital) and heritage (church) projects.



"Our selection consists of both traditional and modern chandeliers made exclusively from Bohemian crystal. While most of our chandeliers are made completely of crystal, we also offer fixtures with metal arms," explains Mr. Verner, adding the Gallery benefits from a catalog with over five hundred types of chandeliers ranging in size to 20 feet and suitable for three level residences.

"To be called a pure and real Bohemian crystal, it must contain 24 percent lead oxide which makes crystal heavier than Bohemian glass. When you hold a Bohemian crystal up to light, it should result in "multiple rainbows" because the lead content increases the light refraction properties," explains Mr. Verner. "It's like looking into hundreds of prisms simultaneously and only available in the Czech Republic. All our crystal is mouth-blown and hand-cut. We do not sell machine-made products," he explains.

Czech crystal chandeliers are a sign of refined taste, wealth and nobility and they became as prestigious as expensive jewelry, influencing the development and style of future chandeliers all over the world. The glitter of Czech crystal chandeliers enhances the brilliance of castles and palaces; it illuminates parliaments, governmental residences, universities, concert halls, cathedrals and temples across the globe. Czech crystal chandeliers hang for example in Milan's La Scala, Rome's Royal Opera, in Versailles, in the Hermitage Museum in Saint Petersburg, and in many more places.

Find your favorite lighting style to embellish your home with a dramatic, glamorous glow. Enrich your unique chandelier with additional lighting options such as wall scones, floor and table lamps and/or decorative spot lights. Add some of our decorative crystal glass art pieces to your interior giving it a high-end look.



Little bit of history

Czech crystal was born more than 400 years ago in a region that is today called the "Crystal Valley", and is located in North Bohemia. To this day, there are glass factories, some of which date all the way back to the 16th century. It is one of the oldest glass operations in Central Europe, and even today, the majority of work is done by hand.

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