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The author of the following books: "For the purchaser about the jewellery" (1990), "The history of the Faberge Company" (1992), "Faberge and the Russian Court Jewellers" (1992), "The jewellery and silver for tsars, kings and others. V. A. Bolin—200 years" (1996), "The Imperial Easter-eggs of the Faberge company" (1997, second edition 2000), "Faberge and Jewellers of Saint-Petersburg" (1997), «Stamping of the Russian golden and silver jewellery on the border of the 19th-20th centuries" (2001), "The suppliers of the Imperial Court" (2002), "Saint-Petersburg of Carl Faberge" (2004), "Faberge-the minister of the Jewellery art" (2006), "The suppliers of the Imperial Court" (2008).

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To the director general of the Jewellery factory "Alfa"

In 1912 Emperor Nicolas II signed in Saint-Petersburg a memorandum of the association "Russkie Samozvety". Karl Woerffel, the Imperial Court Supplier (1895) who's company belonged to Carl Faberge, was one of its founders. From 1922 till 1992 the association "Russkie Samozvety" comprised all the Jewellery enterprises of the city of Leningrad (Saint-Petersburg), including a famous Leningrad Jewellery Factory located near the Okhta river. From 1945 this factory was located on the territory, that since 1992 belongs to "Alfa". The staff of "Alfa" was drawn from the best specialists of the Experimental section of the association "Russkie Samozvety". Therefore for more than 100 years since Karl Woerffel one can see a direct continuity of the principles of the professional mastery of Carl Faberge together with the artistic principles of the Petrograd and Leningrad jewelers, and after 1992 with the principals of "Alfa". It's worth mentioning that since the times of Peter the Great the Okhta region, built on the territory of the fortress Nienshans was the Jewellery Art Centre of the Northern Capital of Russia.

The most popular novelty of the Saint-Petersburg jewelry world during the epoch of Faberge was jewellery decorated with the cold and baking enamel. This school in the West is named "the Russian enamel" and it combines exceptionally wide palette of colours with the fine quality. In 1989 in Leningrad an exhibition called "Great Faberge" was organized. In the same year the production of the largest assortment line of Easter eggs, very popular not only in Russia but all over the world, was reborn. "Alfa"'s uniqueness concerning Easter eggs is in following the spirit and traditions of the Great Faberge and Saint-Petersburg Jewellery School. In this domain "Alfa" has no equal either in quality of its production or in its diversity. Their range today represents more than two thousand models of Easter eggs, and the palette of enamels, stones and metal considered, there are more than ten thousand variations of the Easter eggs.

The leading group of "Alfa"'s production is in the category of the classical Easter eggs as they were designed by the Faberge company artists. These egg-pendants models were thoroughly and meticulously studied by the "Alfa"'s designers. Those classical eggs are represented in the largest Faberge collections in the world:

- 1) The British Royal family collection;
- 2) the State Hermitage collection (Saint-Petersburg);
- 3) the Moscow Kremlin Armoury Chamber collection;
- 4) the Peterhoff collection; (Saint-Petersburg);
- 5) the State Museum of history collection (Moscow).

The most accurate study of the Easter egg-pendants collections was undertaken by Saint-Petersburg artists during the following exhibitions:

- Munich (1986);
- Saint-Petersburg-London-Paris (1993-1994);
- Wilmington, USA (during this exhibition the production of "Alfa"- little Easter eggs souvenirs -were successfully) (2000);
- Faberge-Cartier Exhibition in Munich (2003-2004)

The French were the first to see the Imperial collection of the Faberge Eggs in 1900 during the World Exhibition in Paris. Since 1927 the Easter eggs made by the Faberge company were regularly sold at auctions Christie and Sotheby's, being the object of the highly competitive biddings.

During many years the great granddaughter of the Great Jeweler- Tatiana Faberge - has lent "Alfa" her amicable support, remarking that "Alfa" had been true to her great grandfather's spirit of enterprise. She further appreciated that "Alfa" would continue and perpetuate that great tradition! Tatiana Faberge awarded Nikolai Shaidullin (the director general of "Alfa") the Medal of Honor of the Carl Faberge Memorial Fund for his outstanding contributions in maintaining and developing the traditions of Carl Faberge and Saint-Petersburg Jewellery School.

The activity of "Alfa" today is developing in 4 directions:

- 1) the reproduction of the classical models of the Faberge company based on renewed original technologies and newly invented technologies of the end of the 19th century-beginning of the 20th century;
- 2) the creation of the same classical models using modern jewellery technologies (rhodium plating) and new artificial gems (phianites, Swarovski crystals) that are equal to the real stones in aesthetic aspect;
- 3) the artistic development of Faberge's ideas, up to inventing new models in avant-garde style on the basis of traditional and modern technologies and materials;
- 4) the design of highly artistic jewellery decorations, medals, pins, orders of different public, state organizations and funds.

The ever-living traditions of the Russian classical Jewellery art, and first of all of the Saint-Petersburg Faberge School, proved its vitality even in the periods of historical cataclysms of the 20th century and appears to be really appreciated and in demand nowadays. The symbol of Easter is renaissance.

The art of Faberge is reborn again and again in the jewellery art Saint-Petersburg leading jewellery firm "Alfa".

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