

James Ferreira designs jewellery, for your nails

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James Ferreira has created a line of hand ornament for Gehna

He began with designing clothes for a jewellery runway show, and now, James Ferreira is launching his first official collection with jewellery brand Gehna.

“I’d been designing clothes for their shows for a while, and then last year, I created a ring for them which was very successful even though it wasn’t promoted as my design,” explains Ferreira.

The bauble’s unexpected success tempted the brand to explore a more concrete collaboration, and two months ago, they approached Ferreira to create a complete collection.

“Since this is not the time when people spend too much on jewellery, I decided to restrict myself to hand ornamentation. The hand is also the most expressive part of a woman’s body, and unlike necklaces or earrings, hand jewellery doesn’t have to be too heavy,” the designers adds.

In his laidback irreverent style, Ferreira has eschewed traditional cocktail rings and takes inspiration from junk jewellery trends instead. For instance, high-end nail jewellery -- diamond studs that can be inserted through the tips of a woman's nails.

“The entire collection is priced between one and five lakh rupees. And the brand executives have told me these pieces will fly off the shelf,” Ferreira says.



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Ferreira took inspiration from junk jewellery to create his collection



Designer James Ferreira presents his first jewellery line