

James Ferreira Designs for Gehna Jewellers

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April 24 12:00 PM



James Ferriera for Gehna Jewellers

The alloy of silver and gold has, for a long time, captured our imaginations. But is the amalgamation of traditional jewellery-making with contemporary aesthetics that our attention right now. Welcome to the diamond-studded world of Gehna Jewellers and James Ferreira.

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“Hands are the most beautiful part of woman’s body. I’ve designed a line of rings that highlights the longevity of the fingers and adds an element of grace,” says

James. The designs, mostly geometrical, sit pretty on different parts of the finger. The quirkier pieces flirt with motifs of the lip and the heart. Diamonds set in 18-carat gold form the core.

Comfort, James insists, is another important element of aesthetic. “I’ve seen women wear uncomfortably large stones in the name of statement jewellery,” he says. Perhaps why understated is the best way to design his pieces.

Having designed silhouettes for the ramp, James finds the transition both effortless and creatively satisfying. The karigars, he believes, are the real stars of this collection. “You’ll be surprised at the expertise possessed by the artisans in this country. They managed to translate each of my sketches perfectly.”

Continuing the creative collaboration, James talks about exploring a line of neckpieces. Asymmetrical, may we add. “The drape of the saree is such that it competes with the pendant for attention. The idea is to create pieces that take the attention away from the centre of the neck.” We await the next round of sparklers with starry eyes.

Available at Gehna Jewellers, Turner Road, Bandra, Mumbai; Priced between Rs. 1 lakh and 5 lakhs