

# Full Circle

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*Debuting with a line of cocktail rings, designer James Ferreira now has his eyes set on jewellery designing*

His signature label's growth story is steered by beautifully flowing drapes as also the fact that his offerings are essentially classic and comfortable western wear. But designer James Ferreira is not one to rest on his laurels. While he has made rapid strides in the field of resort-wear in India, he is also eyeing other mediums to express his creative urges. His latest project is a line of jewellery that he has designed for Gehna Jewellers, which was launched at their Mumbai store last week.

Ferreira explains that this wasn't an all-too-sudden move. "I have been working with Gehna for three years now, where I would work on their presentations and fashion shows. Besides, I have created hand-embroidered jewellery. So, when they approached me to design a whole line, I was more than happy to be on board," he says, adding that he started work on the line three months ago.

He has chosen to start with just a collection of cocktail rings, using white gold and diamonds with an occasional sprinkling of rubies and coloured diamonds. Moreover, these rings have been designed to adorn the finger in an unconventional fashion. "My rings are not just wound around the finger; they drop on the side, below fingers and around the knuckles too. Some have a series of rings forming a design when worn together. The idea was to bring attention to not just one's ring finger but along the index finger, towards the thumb and the knuckles as well," says Ferreira, who believes in creating contemporary designs.

In keeping with this brief, he has also experimented with the concept of nail jewellery where fingertips and nails can be decorated in interesting ways. "It (nail jewellery) includes diamond studs that can be clipped onto a long nail. The motifs I have used are flowers, hearts and the like. Initials, too, can be worn on one's nails. I wanted to keep it fun and light-weight," he says.

The line is quite comprehensive with as many as 80 pieces. Besides, there are some men's rings as well. "Overall, the line is quite glamorous, though there are some pieces that can easily go from day wear to evening wear. It's fine Indian workmanship that is on offer," he says. Not surprisingly then that he is also looking at expansion in the not-so-distant future.

"I will move on to designing necklaces, earrings and other accessories," Ferreira says, adding that he will launch his prêt line by the end of this year. "I may be known more as a fashion designer but I have dabbled in several fields — writing, editing, teaching and interior designing. So getting into jewellery was a natural progression for me," says the designer.

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