

# What does jewelry mean to you?



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Angelina Kali is an international fashion model who has graced numerous covers of international publications



**Throughout civilization all over the world, jewelry has been an important facet of human culture. From pearls worn by the [Maasai](#) , Dentalium shells of the Amerindians, or the Incas, shell necklaces of the Aborigines, to Chinese jades ..., it clearly shows that wearing jewelry is an integral part of our personality, wherever we live and whatever. be our culture.**

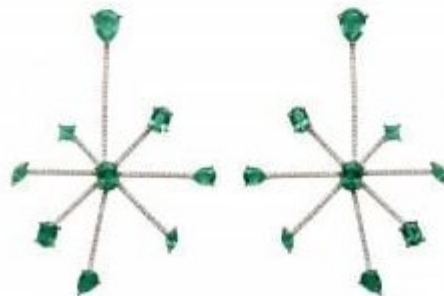
They convey so much about our identity and our values! The crown is an obvious symbol of social standing and power. The wedding ring confirms the engagement. The choice of earrings indicates the degree of maturity. But what does jewelry actually mean to you? When we choose what jewelry to wear, we base our purchasing decisions on a myriad of reasons such as what we like, our preferences, who we are, what culture we belong to, what image of ourselves we want to convey to others. and what makes us unique.

A multitude of jewelers are ready to satisfy even the most demanding customers, many others tend to create jewelry according to a formatted design pattern. Being innovative, daring and modern comes with a lot of risk as there is no guarantee that these new models will be popular. So most jewelers end up making very similar designs. But each person is unique. And jewelry is a very personal thing. While many are happy to wear what is widely available, there are those of us who want something that has a closer connection to who we are and a truer reflection of who we are.

Here are three very distinct jewelry designers who dare to challenge the norm with their own unique styles. They really sum up what jewelry stands for: your personality, your identity and your originality.

## **Meraki House**

The emerald. One of the fervent promoters of this magnificent gem is Maison Meraki. It is one of the few jewelers to specialize in using emeralds as the centerpiece of all their jewelry. Gargi Rathi, the founder of Maison Meraki, is indeed known as the “Lady Emerald”. At an early age, she grew up in Zambia where she was exposed to emeralds, twenty times rarer than diamonds, and her infatuation with this gemstone never wavered.



His passion for the aesthetics of emeralds is evident in all of his designs. She ensures that their setting is impeccable in order to best enhance the natural beauty of each emerald. A flawless diamond is pretty much the same as another flawless diamond, while each emerald is unique due to the inclusions of trace elements. As the size increases, the uniqueness of each emerald grows due to a greater diversity of inclusions that Mother Nature has given them. There is no better jeweler than Maison Meraki to find that unique emerald that perfectly matches your personality and preferences thanks to its tailor-made service.

Gargi takes great pride in that all the emeralds she uses come direct from the producers. By bypassing the middleman, Maison Meraki is able to supply the best Zambian emeralds for a range of budgets. From earrings with drop shaped emeralds priced at £ 2200 to the exceptional La Scala Ring handcrafted in 18k white gold set with a 5.43k Zambian emerald as the centerpiece, surrounded by round and baguette-shaped diamonds. (Price upon request).

## Āto Jewels

Founded by Johara Abdullah, a jewelry designer based in Saudi Arabia, Āto-Jewels has a unique heritage. Its design ethic is a confluence of two very different cultures: Japanese and Saudi. While studying for her bachelor's degree in jewelry design in New York, she did an internship with a Japanese designer. The impact is evident in the name Johara chose for her brand - which means art in Japanese. His fascination with Japanese minimalism and the landscape of his native Najdi in Saudi Arabia is reflected in his designs.

Āto-Jewels perfectly reflects the adage "less is more" of Japanese aesthetic minimalism. The contemporary collection of rings is a symbiosis between minimalism, her interest in the zodiac signs and her Saudi cultural heritage. Each ring, in 18kt gold, reflects a sign of the zodiac through the use of finely placed diamonds to represent the stars of each constellation. Her designs embody both the delicate feminine aesthetic and the strength of the modern woman.

The jewelry designed by Johara is truly unique. They often become a subject of discussion and admiration by the impact of their beauty. Beautifully handcrafted in precious metals and adorned with diamonds, the asymmetrical patterns with their geometric angles and feminine curves perfectly illustrate the complexity of the modern woman. Johara believes that "women can be whatever they want" and this is reflected in her designs.





### **Messika House**

To end on a high note, we present to you a diamond jeweler, La Maison Messika. After all, "Aren't diamonds a woman's best friend?" With such a multitude of diamond dealers, it was difficult to decide which one to include. That was until we saw the latest Maison Messika collections. Founded in 2005 by the legendary diamond dealer André Messika, Maison Messika is today managed by his daughter, Valérie Messika. While maintaining the core values instilled by her father to value diamonds, strive for excellence and push the limits, Valérie truly embodied the spirit of pushing the limits to perfectly reflect the modern woman.

Valérie Messika wants her jewelry to encourage women not to be afraid to show who they really are - modern - and to be confident in themselves. Women are like diamonds: brilliant, sparkling, sensual, special and much more. This ethic is strongly expressed in the latest collections from Maison Messika. The Desert Bloom collection is for those who prefer intricate designs with a classic base for modern bohemian chic. The Glam'Azone collection with interconnected rings offers a delicate modern setting for a refined, yet glamorous avant-garde look. The Joy Cœur collection satisfies even the most discerning romantics with their heart-shaped diamonds.





Thanks to its strong connection with the diamond trade, House of Messika only uses the best quality diamonds. And to showcase their fine jewelry craftsmanship, Valérie Messika has created impressive fairy-tale masterpieces such as the "Eternal Soul" tiered necklace from the Little Mermaid collection, which juxtaposes rivers of Impeccable emerald cut diamonds, with an exceptional emerald cut diamond of 5.01c as the centerpiece. This royal jewel required more than 2000 hours of meticulous work by the best diamond dealers of the exceptional Maison Messika.

