

A Times of India publication

European Style Magazine

GRAZIA

Easy Chic

Volume 15 Issue 09
December 2022
₹ 150

+216

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- 90s THROWBACK
- MAKE-UP AS ART
- PRODUCTS ON OUR RADAR

DEEPIKA
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with her Self-Care Journey*



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ON THE STYLE RADAR

EMERALDS ARE FOREVER

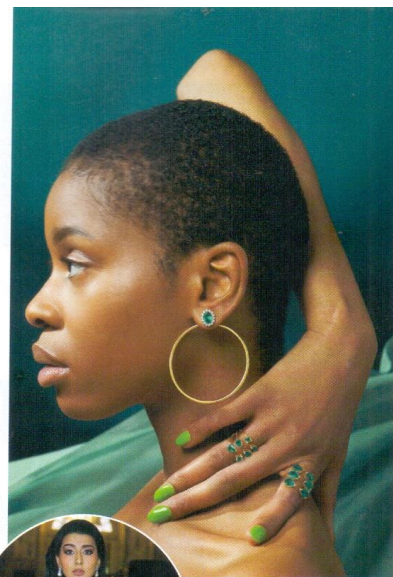
House of Meraki's Gargi Rathí on her collaboration with Gemfields

GRAZIA: Tell us a bit more about how the collaboration materialised?

GARGI RATHÍ: Gemfields is a world-leading supplier of responsibly sourced Zambian emeralds. So, it was natural for us to collaborate with them. Our emeralds are responsibly sourced, and we follow a very intricate emerald-cutting process. Value addition takes place at every stage. We aspire to produce jewellery with emeralds that are traceable from mine to market. With Gemfields, we work together and bring the best end product to consumers. Each emerald is certified globally by the top certification labs. House of Meraki and Gemfields go hand in hand as we aim to follow the same ethos and have sustainability and responsibly sourced gemstones at the heart of our businesses.

G: Why did you gravitate towards emeralds for this collection?

GR: There are numerous reasons. The collection is called 'J'aime,' which translates as 'I love' in French or 'may God protect,' making it the ideal moniker. Emeralds are widely associated with hope, life, agility, and peace and are thought to possess healing properties, which are extremely important in today's world. People worldwide admire the precious stone and relate to them in diverse ways: in Hong Kong, for instance,

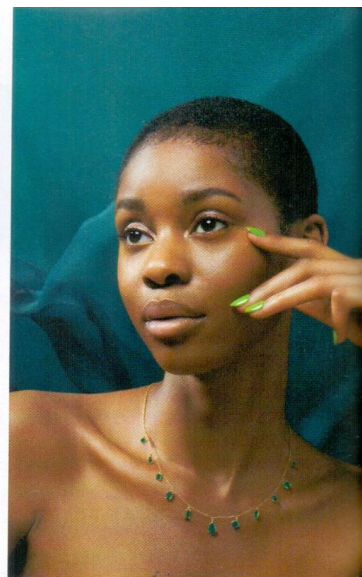


they consider them good luck charms. They are universally associated with positivity, hope, and growth, which is why emerald is not only the centre

stone of this collection but also the centre stone of House of Meraki – we pride ourselves on being the world's first emerald-only fine jewellery brand. All of our emeralds are responsibly sourced by Gemfields from Zambia. Our emerald jewellery collection glorifies the power within you.

G: Take us through the jewellery design process.

GR: Emeralds are rare and valuable gems. When you work with them, the process is done by hand, right from the way it's mined while being cut and polished and set into a timeless piece of jewellery. Responsibly sourced Gemfields Zambian emeralds are cut and polished at our lapidary in Jaipur. Emerald cutting is an intricate process and a valued skill passed on from generation to generation. Our artisans have inherited this art from their ancestors and have years of experience unleashing the true colour and lustre inside an emerald. Versatility and thoughtfulness are at the forefront of our design process. Each piece is inspired by nature and our surrounding environment and dares to go beyond conventional designs by combining different shapes, shades, and sizes of emeralds to match the sublime equilibrium of nature. Italian artisans then mount the emeralds with the European aesthetic in our boutique atelier in London. We handpick each emerald for our



high jewellery and fine jewellery pieces. They go through strict checks to ensure we use the finest Gemfields Zambian emeralds to create the jewellery pieces.

G: What are some of your favourite pieces from the collection?

GR: It is tough for me to choose because I love all the pieces in the collection. But if I were to pick, I would say the 'Florence' studs and the 'Electric' earrings. The 'Florence' studs are easy to wear yet so elegant. They are versatile and super chic. They are set with pear-shaped emeralds with diamonds around them and are reasonably priced, so they're perfect for gifting. The 'Electric' hoops are a statement in themselves. They look fabulous teamed with a black dress or worn during the day to lunch. They're fantastic for the summer as well. I love that one can wear the hoops any time of the day, and they're always head-turners. I also love the 'Juniper' ring; it is easy to stack. It has two dainty emeralds with a band of diamonds and can make any outfit sparkle.

G: What is in store for the brand in the future?

GR: House of Meraki has just launched on both leading global platforms: Net-a-porter and Farfetch. We believe that emeralds are rare and valuable, so we plan on going about it steadily. We hope to be in stores too, but we also want to produce a limited number of drop collections to keep emeralds' rarity and beauty intact. Emeralds are admired and loved worldwide, and we want every woman to own a Meraki emerald. We would like to consider our following collection before it drops in spring 2023.