

Goldie Hawn, Nicole Kidman and Kim Kardashian swear by him. Versace teamed up with him at the Jakarta Fashion Week in 2012. His jewellery has been featured in the Oprah magazine. And the royal family of Morocco commissioned him to design some trinkets for them last year. And now he's making what could be one of the most expensive rings in the world.

As we waltz into 2016, dressed in the best baubles money can buy, Pavan Anand is busy engraving an extremely rare 9.5 Carat Padparadscha sapphire into a halo setting. They will be used with Belgium-cut diamonds in a platinum ring. "It is for a Hollywood film director," he says. Respecting his client's confidentiality, he won't reveal more except that the ring is going for a whopping ₹64 lakh. "The Padparadscha sapphires are unique and expensive. Only a handful of jewellery connoisseurs are acquainted with this stone. They are truly a collector's dream and very hard to come by."

Yet, after successfully selling semi-precious jewellery for close to a decade (with 20 offices worldwide including Toronto, New York, Lagos, Singapore, Jakarta and Kuwait), Anand, CEO and Lead Designer at Dagmar Jewellery has just started marketing his creations in India. "We began our Indian operations in 2004 and later moved a large chunk of the business overseas," he says. However, selling semi-precious stones like tourmalines, cabochons and quartzes to a country that is traditionally loyal to diamonds was difficult.

Over time, Indians have matured into great buyers and have learnt to appreciate quality, which is what's bringing him back to India.

#### A Sparkling Start

Equipped with a degree in architecture, Anand chose to answer a different calling. "In 2004, after getting my degree, I went about creating a line of jewellery pieces that I had envisioned. I named the collection, 'Dagmar — Semi-Precious Couture'. I launched the line at three premium fashion stores. I initially played with the idea of calling the brand 'Pavan Anand', but something about it felt a bit vain. I was clear that I wanted this to become an



## Hollywood Glitter

Why every Hollywood celebrity worth her salt is charmed by Pavan Anand's beautiful baubles. And why he gets to craft the world's most expensive sapphire into a superlative jewel.



Pavan Anand

international label so I wanted a name with a global ring to it. I came across the word 'Dagmar', loved the way it sounded, and decided to go with it. It means 'glorious day' in German."

Their first collection was an avant-garde line of pieces created out of soft-leather, fur and suede, beautifully offset by rose-cut diamonds, emeralds, tourmaline and crystal. "With this, we set the tone for the brand," he believes.

Recognition followed soon enough. In 2008, Sushma Kilachand from the Kilachand family was enjoying a drink with Anand at her home in south Mumbai, which incidentally was the erstwhile

Maharaja of Patiala's palace before her family bought it. They were having a casual conversation when Kilachand decided to come on board. "I made her the brand's business partner for the entire North American region. We work beautifully together, which I think is partly responsible for our success as a brand despite our no advertising policy."

The tie-up with Toronto Shopping Channel gave them a chance to sell via a shopping channel.

While he enjoys dressing up Hollywood stars, he would like to see his pieces adorn personalities like Kate Middleton, Michelle Obama and Hillary Clinton. "It would be exciting to have powerful women from different repertoires enjoy our line," Anand confesses.

#### The 2016 Trend

According to him, 2016 will be dominated by big bold colours. Large cabochon emeralds, rubies and sapphire will be popular, besides semi-precious stones like golden rutile and other gems in hues of beige, champagne and brown.

Jewellery pieces that are true to their inspiration will also be relevant this year. "If it is an ethnic piece, it should be purely Indian, and if it is contemporary, let it be just that," Anand suggests. The fusion trend is now obsolete. Large necklaces with small earrings are fashionable. Also, just a huge statement cuff with a matching cocktail ring is in vogue. "Ensure that the woman wearing the jewel looks elegant and beautiful and not like a tree decorated with every treasure in the box," Anand cheekily concludes. ■

