

# Light from the other side

Jewellery designer  
**Pavan Anand**  
whose designs have  
adorned the necks  
of some of the  
world's most  
beautiful women  
gets talking about  
what it takes to  
arrive in the West



## Mahalakshmi Prabhakaran

IF jewellery designer Pavan Anand has his way, he'll soon have the world swear by Indian jewellery. "India makes the finest jewellery in the world and when I got into jewellery designing, my foremost thought was to take India abroad," says Pavan Anand, who established his jewellery label, Dagmar in 2004 and is presently, its CEO and lead designer. "My endeavour in creating Dagmar as a couture brand was to sell India to the world but with a western aesthetic," enthuses the jewellery designer who has exhibited his creations in cities as diverse as New York, Hong Kong and Jakarta.

Ask him, however, about how the West has reacted to the Indian jewellery aesthetic and he says, "The reaction, today and even initially, has been positive. The point is," says Pavan, "the western audiences, including Indians abroad are very particular about the quality of the piece, and they are paranoid about the make and finish of jewellery." Precisely why, by adding a savvy acumen to his designer aesthete, Pavan did just that through his label. "When we got into the business, we made sure that we delivered impeccable quality," he says and rather matter-of-factly states, "I did a show with Versace, styled for Nicole Kidman, Megan Fox and was even featured in O, Oprah's magazine. All this was made possible only because they are opening up to what India has to offer."

For an Indian jeweller to make such impressive strides and work with Hollywood's elite in a short time only makes one wonder about the hard work and struggle (for want of a better word) he might have gone through to get his brand to the position it is in today. Pavan laughs it off and says, "I think the word I am looking at to describe the brand's success is consistency. It is a simple but very important word and year on year, my focus has been



to provide jewellery that is consistent in design and finish. People are always looking for dependability," Pavan avers before laying down his formula for success — good product, good styling, consistency and an efficient after sales service team.

Getting down to talk about his inspirations for creating pretty baubles that have adorned the necks of Sonam Kapoor, Deepika Padukone and Nicole Kidman, no less, Pavan says, "Up until now, the inspirations for my collections have been based on my travels around the world. For instance, Marrakesh was a collection that was inspired by the place. Nefertiti was another jewellery line that I created inspired by Egypt and earlier this year, I created Upper East, inspired by Manhattan."

While tangibles have played inspiration till now, the idea for his latest Fall/Winter collection — very intriguingly titled *Phantom Chic* — Pavan reveals, is quite abstract. Elaborating more on the inspiration, the architect-turned-jewellery designer says, "All of us go through so many roles in our lives - friend, boss, sibling, parent etc but beyond the regular roles we play, there lies a dark side to each one of us that we never address in our day-to-day lives. This collection, *Phantom Chic*, is about addressing that side that's not tapped into."

To stay true to the concept, the collection has used stones like dark grey pearls, lapis lazuli, smoky topaz, brown agate and deep emeralds set against almost ghost like exquisite silhouettes in the form of chandelier earrings and a few hand picked dramatic necklaces. "There's a dark, mysterious feel to the collection that makes it ideal for the Fall/Winter season ahead," wraps up Pavan.

Dagmar's latest collection, *Phantom Chic* will be on display at Samsara boutique, Indiranagar on August 28 and 29.

