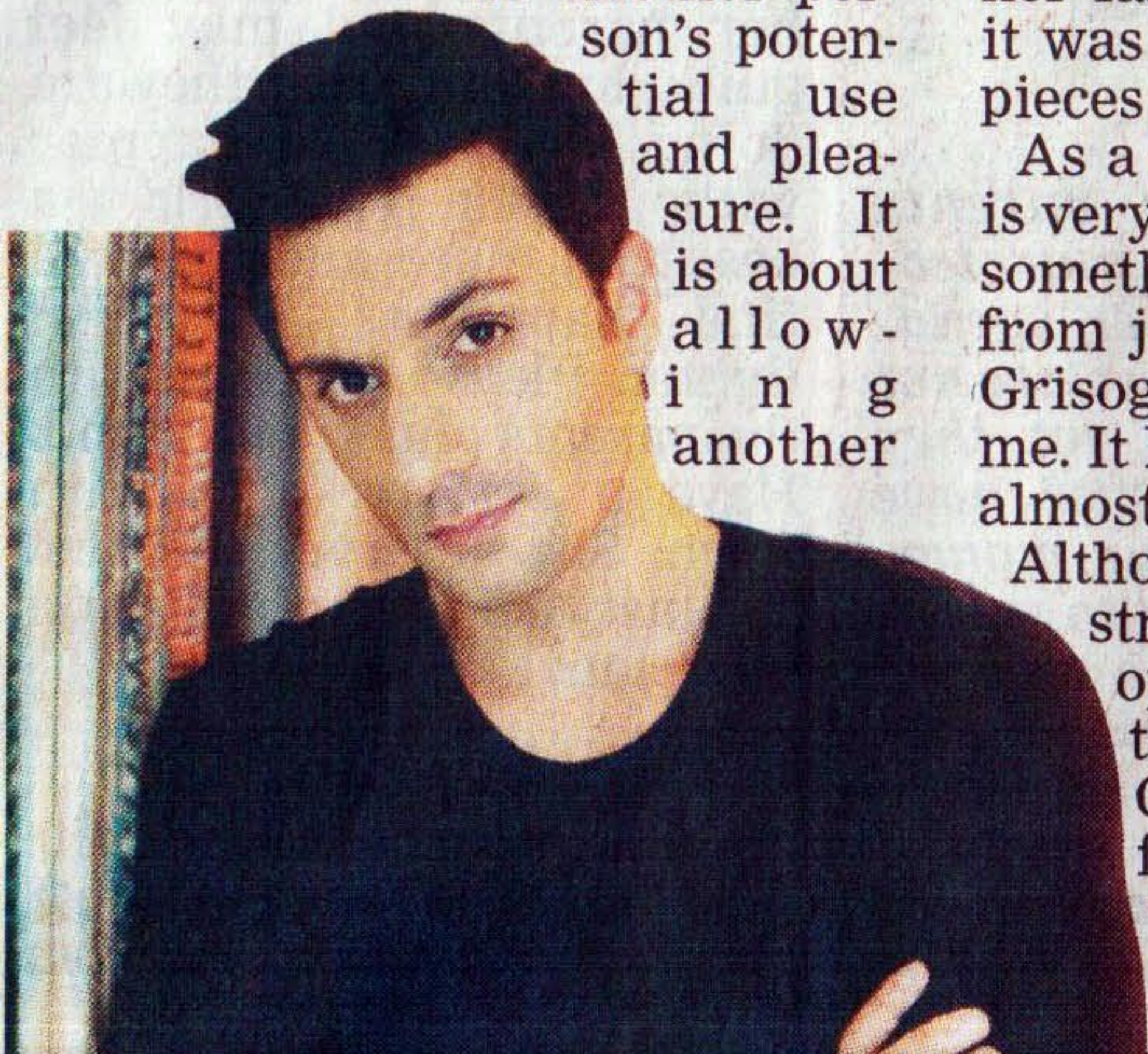


IMBIBING A PRECIOUS ERA

● PAVAN ANAND,
JEWELLERY COUTURIER

Design is really about translating one's personal aesthetics and life journey onto a tangible product for another person's potential use and pleasure. It is about allowing another



individual to share an element of the "experience" that the designer has envisaged.

We recently designed a 28-carat deep green quartz ring and a 32-carat green quartz necklace, both handcrafted with Egyptian filigree for Goldie Hawn. Given her fashion-forward style sense, it was simple to arrive at which pieces would suit Goldie best.

As a creative person, I think it is very important to be moved by something wonderful. The work from jewellery design house De Grisogono, Geneva, does that for me. It has a certain dynamic and almost twisted aesthetic to it.

Although my look is a lot more structured, symmetrical and opulent, every now and then, I am inspired by De Grisogono's organic free-flowing form and that inspires me to embrace more free flow in my

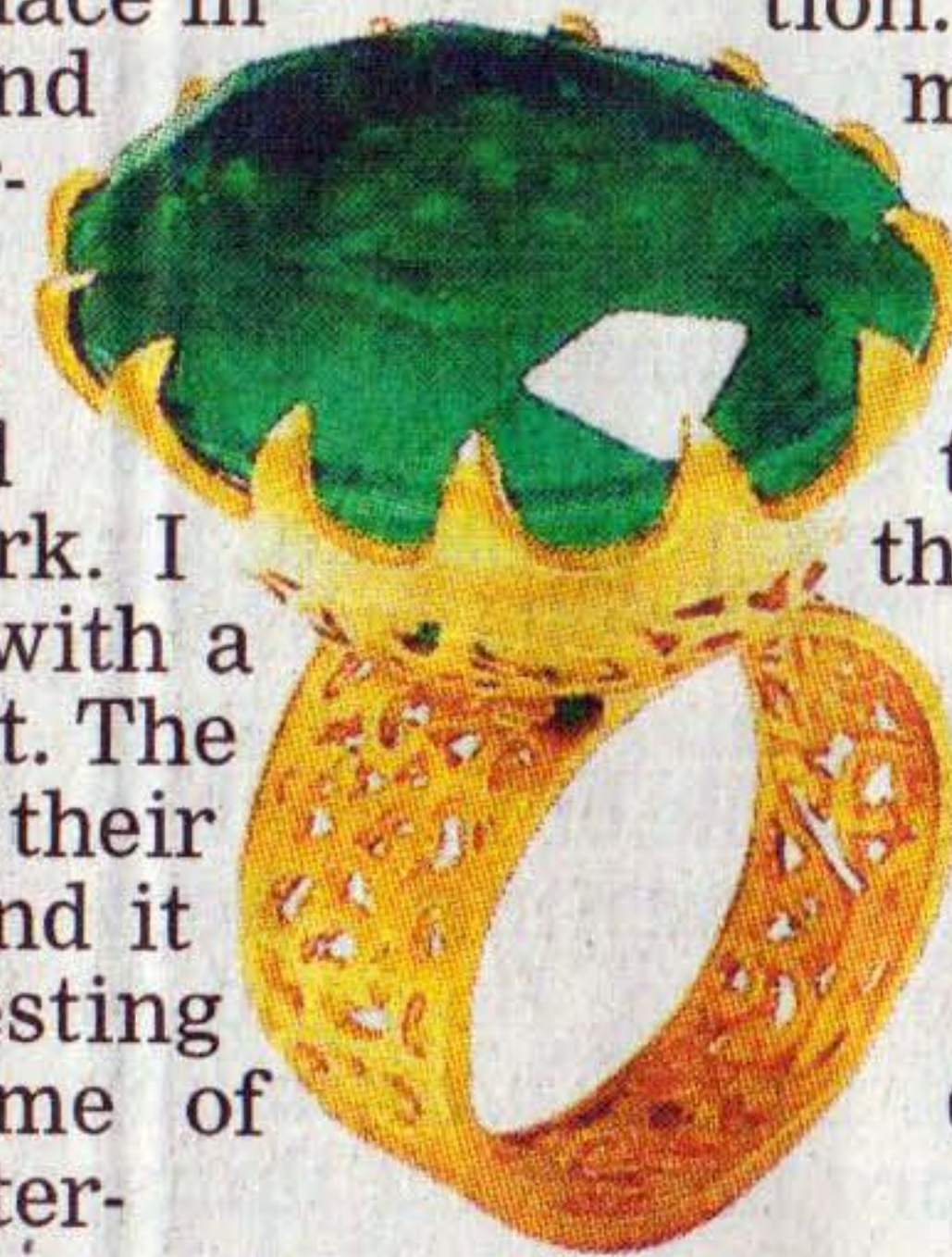
work. Fawaz Gruosi (designer for De Grisogono) has a great love for the emerald, and one of his collections has a serpent silhouette inspired necklace in black diamonds and large Colombian emeralds.

I enjoy the opulence of Abu Jani and Sandeep Khosla's work. I think it tells a story with a very robust legacy to it. The finesse and detail in their work is noteworthy and it would be an interesting exercise to take some of their work and reinterpret it contemporarily.

I wish I could have been a part of the Cartier team that designed the Patiala Necklace for the Maharaja of Patiala, Bhupinder Singh.

Several philosophies guide my approach to design, but the most

poignant among them would be the desire to create something of amazing aesthetic beauty, balance, form and, of course, function. I ensure that each of my pieces represents a journey or a process, so my collections have a deep undertone of history. At the same time, they are cutting edge and current. All design has to stem from a story.



● Green quartz filigree ring

Pavan Anand's pieces have been featured in Oprah magazine as well as showcased by Versace.

The pieces he designed for Hollywood actor Goldie Hawn are from his latest Nefertiri collection

As told to Rohini Nair