

NAYESTONES



A JEWEL TO SAY YES TO

Press release

2024

THE AESTHETIC VISION OF NAYESTONES

Nayestones, a Belgian brand founded by **Natalie Schayes**, takes its name from the combination of her first and last names with the word 'stones' in English, reflecting her commitment to the art of working with stones. As a designer, Natalie embodies **a style influenced by minimalism**, favouring **clean lines** and curves in her jewellery. Her mastery of the body's movements enables her to create **original, balanced jewellery** that harmoniously follows the body's contours. Her creations are aimed at all women seeking **beauty, originality and distinction** in jewellery.



THE WORLD OF THE DESIGNER

To fully immerse yourself in her creative world, Natalie Schayes welcomes you to her **showroom**, where refinement becomes an art of living. This space has been designed as a **private lounge** where you can sit down and try out the pieces of the house. Nestled inside an imposing 1900 mansion, the house exudes an artistic atmosphere. The space is home to two distinct creative worlds, with Natalie as artistic director of **Nayestones** and her husband, an interior designer. This creative duo has designed a bright, contemporary interior with a clean, sophisticated design in **Overijse, just outside Brussels**.

THE ETHICS OF NAYESTONES

Nayestones jewellery is made exclusively from **recycled 18-carat gold**, considerably **reducing the environmental impact** by limiting the pollution associated with gold extraction, over-consumption of water and human exploitation.

The use of recycled gold, mainly from old jewellery, transforms this resource into an infinite renewable source.

Nayestones' sustainable approach also extends to the use of **Lab Grown diamonds** with renewable energy, offering customers a choice between natural and laboratory-grown diamonds.

Nayestones also offers its customers the opportunity to give a second life to their unused family jewellery by recycling both the gold and the precious stones, making it possible to give a second life to a piece of jewellery.



ANTWERP ART REDEFINED

Nayestones jewellery, **made in Antwerp**, combines **traditional craftsmanship** with the **innovation of 3D printing**. Each piece of new or customised jewellery is designed in-house and then passes through the expert hands of the jewellers to finish the jewellery and have the stones set by the gem-setter. **Antwerp** was chosen because it is the diamond capital, and because of its expertise and proximity. Each piece of jewellery can be **personalised** according to the customer's wishes, from the choice of stone, the colour of the gold, or even the design and shape of the jewel.



A JEWEL TO SAY YES TO

Nayestones is delighted to unveil its latest creations dedicated to weddings. Guided by a unique artistic vision, designer **Natalie Schayes** imbues each piece of jewellery with her minimalist, cosmic and ethereal signature, giving each piece a **unique identity**.

Through collections such as "**Double C**", "**Atlante**", "**Moon Ellipse**", "**Petite Comète**" and "**Heart**", Nayestones goes beyond the ordinary to express the very essence of its brand: **offering an alternative to conventional engagement rings**.

Within its various collections, Nayestones seamlessly **merges engagement rings and wedding bands** to form a set that fits perfectly on the hand, creating a multitude of ring sets for brides-to-be to choose from.

Recent advances include the creation of all 18-carat gold rings from **recycled gold**, demonstrating Nayestones' strong commitment to **sustainable development**. In addition, the designer also incorporates laboratory-grown diamonds into these creations.

These gems, produced by man rather than nature using innovative technology, have become increasingly popular recently because of their economic, environmental and ethical benefits.

Nayestones also introduces wedding rings designed for men, which harmonise perfectly with the female models, creating the perfect match for couples.

Nayestones also assists couples who wish to design some unique pieces for their wedding by **providing a tailor-made experience**.

As well as engagement rings, you'll also find a wide range of jewellery to complete the bride's look. From earrings to necklaces to bracelets, each piece is carefully designed to complement the bride's outfit.

Far from the opulence often associated with classic jewellery, the designer pursues her artistic exploration with a unique vision, subtly fusing body and jewellery in symbiosis.

DOUBLE C DIAMOND RING

The rings in the **Double C** collection celebrate **minimalism with two lines** of gold that form the letter C, gracefully extending across the skin while elegantly framing the diamond positioned between them. The perfect balance between metal and stone gives rise to a series of jewels designed to be layered without restriction.





SOLITAIRE DOUBLE C

DIAMOND HEART RING

It's a heart-shaped ring, enhanced by a heart diamond. An original and creative piece of jewellery. In this innovative design, the heart-shaped diamond ring can be paired with a wedding band that matches and hugs the shape of the 1st ring. This unique creation embodies an exceptional vision of beauty and luxury, seeing engagement ring and wedding ring as a harmonious whole.



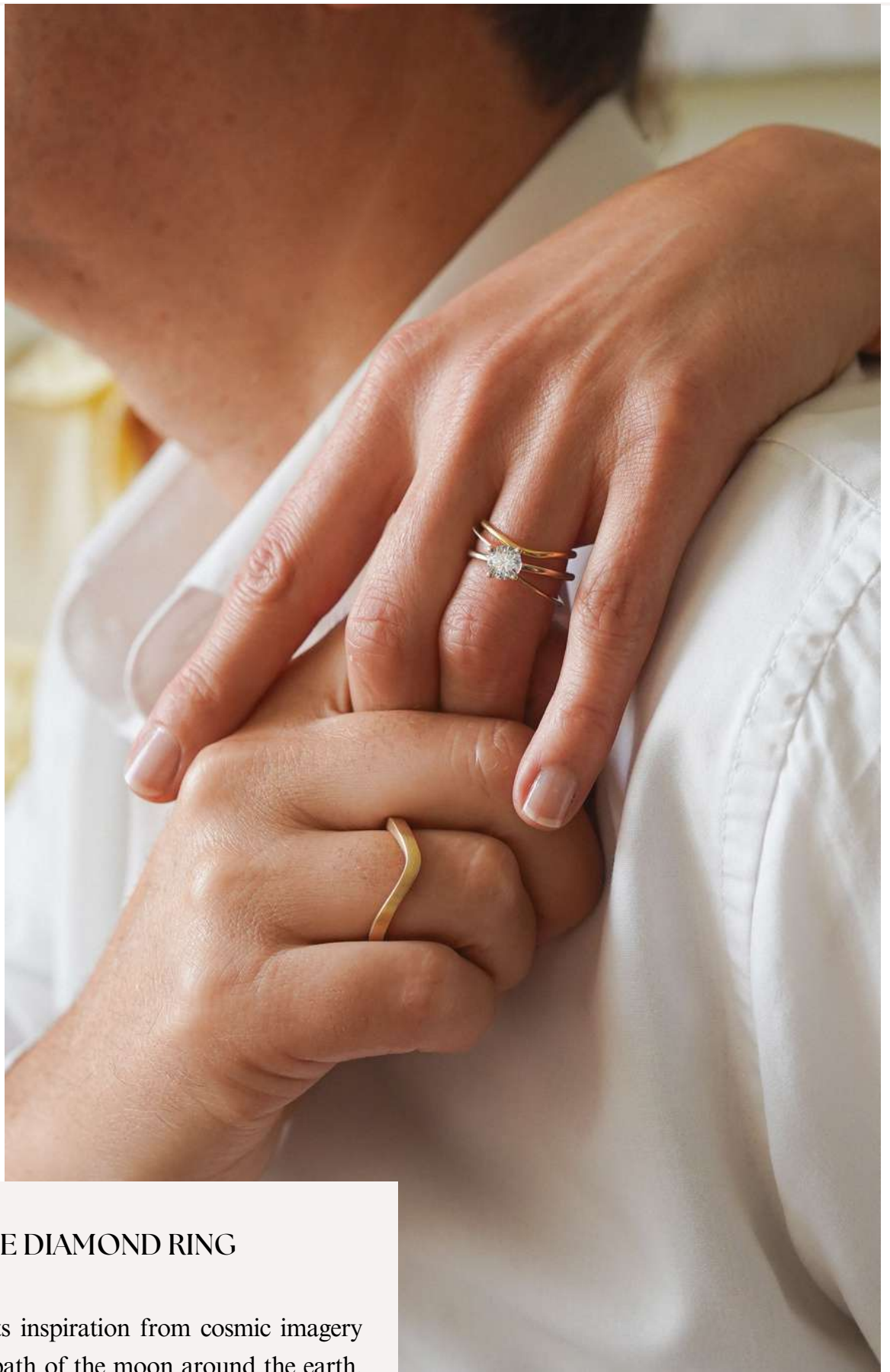


ATLANTE RING

This ring is a modern interpretation inspired by the **Atlante ring** discovered in a tomb in Egypt around 1860.

Atlante rings are designed with attention to detail, offering exceptional quality that transcends time. The aesthetics of geometry creates a timeless harmony, where history blends with contemporary elegance. Made from 18-carat gold, they are embellished with precious stones such as emeralds and diamonds, creating an extraordinary combination. These original rings can also be used as engagement rings.





MOON ELLIPSE DIAMOND RING

This ring draws its inspiration from cosmic imagery and the elliptical path of the moon around the earth. A solitaire diamond completes the set. There are two versions of this ring, one with the stone above the ellipse, the other on top, creating a surprising effect!



WEDDING RING MAN

MOON ELLIPSE



PETITE COMÈTE



SOLITAIRE FULL MOON

Designer Natalie draws her inspiration for the Full Moon collection from the different phases of the moon and cosmic imagery. These rings feature pear or baguette diamonds that can be layered and combined with a number of wedding bands from the Nayestones collections to offer a variety of wearing options. The distinctive feature of these rings is that they are flat on one side and thicker on the other.



THE ESSENTIALS

Revisiting classics is the creative approach behind the pieces in the 'Essential' collection. The designer has reworked the Trilogie (or 3-stone) ring, giving it finesse and modernity.

The double band ring is also a not so simple model that is resolutely modern and timeless. As fan of Baguette diamonds, designer Natalie Schayes has also created her own version of the Toi & Moi ring.





PETITE COMETE SOLITAIRE STELLA BRILLIANT

The Petite Comète collection is inspired by its evocative name. Natalie Schayes creatively explores emeralds, diamonds, tourmalines and tanzanites, delicately integrating them into the wave pattern or between the fingers, always seeking their perfect position on the jewel and the body.

This enchanting trail of diamonds materialises in a vast collection where engagement rings and wedding rings come together to form a unique whole, sealing the uniqueness of your story.

WEDDING JEWELLERY

Pearl & 9K or 18K Gold Jewellery





PETITE COMÈTE

MOON ELLIPSE



WEBSITE

<https://nayestones.com>

PRESS ROOM

If you would like to mention Nayestones in your text, we will be happy to answer any questions you may have.

You can find Nayestones jewellery in our online shop and in our showroom near Brussels.

<https://nayestones.com/pages/presse>

NAYESTONES
WWW.NAYESTONES.COM
 **@nayestones**

NATALIE SCHAYES
hello@nayestones.com
+32 (0)474 215 608