

RAPAPORT



SPOTLIGHT ON INDIA

A world diamond leader: Family pride, technology, and hard-working artisans

ANALYSIS

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ELEGANT ROSE CUTS ARE
CHARMING DESIGNERS WITH
THEIR LOW-KEY SPARKLE

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VISHAL KOTHARI
FOUNDER AND CREATIVE
DIRECTOR, VAK FINE JEWELS

A strong sculptural aesthetic and a contemporary edge characterize the creations of VAK, a daring brand with

unexpected compositions that provide an understated wearability and femininity. Visually striking, its jewels reinterpret motifs from nature and architecture, be it the lotus flower, climbing vines, or the intricacy of Mughal designs.

“I wanted to be sculptor or a couturier or a musician,” says founder Vishal Kothari. “My expression as a jewelry creator today is an amalgam of this. I have a strong artisanal bent and find art everywhere. I like to think I am a creator. To be able to create is very humbling.”

The VAK product range is diverse, eclectic and available across most global markets. The collections — with names like Summer Blooms, A Lotus Pond, The Arch of Heaven, and Architectural Splendor — are not country-specific in their styles, but do give a nod to history and design periods.

Portrait-cut diamonds are a personal favorite of Kothari’s. “With their roots in ancient Indian gem history, they were among the earliest cut diamonds. Like slivers of magic, these shards of diamonds are an exercise in pure precision and flirt with elegance and romance.”

The brand creates 120 one-of-a-kind works per year for its high-jewelry collection. Each is a seamless canvas of floating gemstones, skillfully set in minimal metal to emphasize their natural beauty and boldness. A technical innovator with a mastery of metallurgy and artisanal craftsmanship, Kothari creates new possibilities in his work with portrait-cut diamonds and colored gemstones.

“[Portrait-cut] diamonds are an exercise in pure precision and flirt with elegance and romance”



Tulip Garden earrings with
Zambian emeralds and rose-
and brilliant-cut diamonds;
Arch of Heaven ring with
portrait-cut diamonds,
brilliant-cut diamonds
and Zambian emeralds.



For him, the US is an important market with a consistently growing client base.

Known among a niche US clientele for years, VAK has progressed organically to become part of auctions at Sotheby’s and Phillips. This year, the brand formally began selling at select galleries, and most recently started offering its products via online luxury retailer Moda Operandi. VAK’s retail presence through these channels and several pop-ups has helped fuel the buzz.

“The American market is very mature when it comes to jewelry, and very sophisticated. To see my pieces being appreciated is very gratifying,” says Kothari.

[instagram.com/vakjewels](https://www.instagram.com/vakjewels) ■