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## Jyoti...



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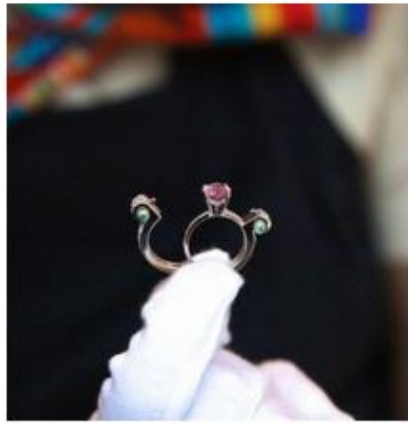
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April 16, 2012

I met Jyoti a few years ago when we both worked at Cartier's headquarters in the beautiful Fifth Avenue mansion. **Jyoti** has since launched a bespoke jewelry studio. I met with her recently to talk about her creative process and how the business has evolved from a seed of an idea to her new venture [www.JyotiNewYork.com](http://www.JyotiNewYork.com)

**Tell me about the essence of your business – so inspirational!!!**

I believe Jewelry is a special purchase and it should connect you to what is most important to you. However, most of us walk into a luxury boutique or go to a designer brand and buy jewelry that has no meaning in our personal lives. What I do is make that meaningful connection through my jewels – emotionally connect you with your most momentous experiences, your dearest loved ones, and your most cherished dreams.



Through intimate conversations with you, I discover the rich and meaningful aspects of your life, then set to work, skillfully incorporating all of those distinctive elements. The result is a one-of-a-kind jewel that is quintessentially you ! There is no better way to celebrate your life and leave behind your legacy for generations to come.

### **What kind of jewelry do you design?**

We design both for men and women whether they are single or in a relationship. We design anything that our clients desire: rings, earrings, cuff links, necklaces, pendants, cuffs etc. One of our specialties is engagement rings. What I believe is: “if your love is unique then why should the most important symbol of your love be like everyone else’s?” The designs and concepts in engagement ring market are very limited and most rings look the same. So for the bride who wants something that is true to her love story, I design rings that highlight their story together and what is truly important to the couple.

If there is an elaborate dressed-up look to a certain design – I make sure that there is versatility so that my client can also wear it in a simpler more elegant form. Check out the “Hidden Scroll Ring” on our website to see the versatility of my designs [www.JyotiNewYork.com](http://www.JyotiNewYork.com)

### **How did you launch the business?**

Although my family started providing India’s nobility with the finest gems about 150 years ago, it all started for me, when my husband and I was looking to design a ring for myself. I found that none of the luxury brands such as De Beers, Kwiat, Harry Winston, Van Cleef & Arpels would design a ring suited to my lifestyle and story. I realized that there is a need for a couture brand which designs one-of-a-kind bespoke jewels for the discerning consumer.





That's when I decided to build upon my family's 150 years of heritage in magnificent gems to develop a brand that presents that royal heritage of bespoke jewels – a jewel that no one else can have but YOU and an experience you will cherish for a lifetime.

### **Where do you get your inspiration?**

Since I design **bespoke jewelry** that narrates my clients' stories – my primary inspiration comes from the story of my clients. They share anecdotes, memories, pictures, and other aspects of their lives – which I curate into a story, which connects them to the most meaningful things for them.

Aesthetically I am inspired by many things – architecture, nature, art, fashion. For me it is about innovating each creation with purpose and intelligence.

While each jewel is a reflection of your story and your style, there are 3 signature design elements that I primarily incorporate in my creations: versatility, interactivity, and exuberance. Precision, proportions, and detailed craftsmanship are of paramount importance in everything I design.

## **Describe your creative process...**

My creative process is the one in which your voice is always heard, and your captivating story shines through. In my desire to create the extraordinary, I push my imagination, exploring uncharted silhouettes, even developing concepts that have never been designed before.

**DISCOVERY:** The first thing I do is meet with my clients in person or on the phone for a “Discovery” phase. The process is very collaborative with my clients – especially because I am very tuned in to their needs, desires, style and lifestyle. I try to put my finger on the pulse of what they truly are and what is profoundly important to them – many times they themselves do not realize it until they hear me reflecting on their story.

**DESIGN:** As I design, it is paramount for me to meet your individual criteria, tapping into your dreams and aspirations. With every piece designed to fit your individual lifestyle, wearability and comfort are key to the overall design. After that I go through a creative and intellectual analysis of the client’s story and preferences, I develop inspiration into a concept, which I then transform into a jewel. I take that concept and/or jewel through many iterations until I can visualize a final creation that I am satisfied with.

**PROTOTYPE:** Next I share a 3D prototype of the jewel – this allows my client to see the realistic view in many different angles. We can incorporate final modifications from the client at this stage.

**MASTERPIECE:** We now present to you the ultimate masterpiece...the final creation which honors you and celebrates your life today and for generations to come!

## **How long does the process take?**

When you design a bespoke Hermes handbag – where you are mostly changing the skins, corners, hardware etc – it can take up to 6 months. We have mastered our process to get this truly bespoke creation from scratch in 8 to 12 weeks.

## **How has internet helped your business?**

Internet is absolutely necessary for any consumer facing brand. That is the first place someone gets to see what **JYOTI** the couture jewelry brand is all about. It is also a very important vehicle to communicate the brand’s philosophy and my own inspirations to a larger audience. We do plan to have E-Commerce in the future...

## **What are your 5 top internet sites -**

- [www.BergdorfGoodman.com](http://www.BergdorfGoodman.com)
- [www.modaoperandi.com](http://www.modaoperandi.com)
- [www.wondermode.com](http://www.wondermode.com)
- [www.Indagare.com](http://www.Indagare.com)
- [www.economist.com](http://www.economist.com)