



— WINTER 2016 —

# ANIL ARJANDAS

— JOURNAL —

[www.anilarjandas.com](http://www.anilarjandas.com)

J E W E L S

06

## LOOK BOOK 2017

Get into the new story of Anil Arjandas Jewels, written in gold and silver, punctuated by sheer diamonds and read only with the eyes.

10

## THE ORIGINAL BRACELET

Let yourself find the best match for your style and your personality with the most innovative concept that we ever came up with.

16

## LEATHER

The timeless material that combines both punk and elegance comes back... and this time, it's more alluring than ever.

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## BRIDAL

Finding the perfect ring has now become much easier with this new collection that will surely leave you speechless.

22

## MAKING OF

Get behind the scenes and explore the whole process of making the preview of The Original Bracelet.

卐  
ANIL ARJANDAS  
J E W E L S

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## HOW TO...

Upgrade your wristgame with these six wrist ready-assembles to keep up with the greatly buzzed-about social media

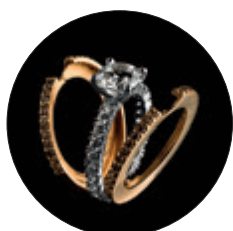
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# NEW WEBSITE



# LOOK BOOK 2017

THE 2016 CAMPAIGN WITH THE LATEST COLLECTIONS TAKES US ON A JOURNEY THROUGH INNOVATIVE IDEAS AND REMARKABLE, DAZZLING DESIGN. THE NEW CREATIONS HAVE MOVED ON TO SOMETHING SPECTACULAR AND ORIGINAL. HIGHLY CRAFTED BRACELETS THAT CAN BE DESIGNED AND CUSTOMISED BY EVERY CLIENT WITH A COMBINATION OF DIFFERENT MATERIALS MAKES THE BRAND SUPER ATTRACTIVE FOR BOTH GENDERS.

COLLECTION OF SEMI-PRECIOUS STONES... GREAT ATTENTION IS GIVEN TO *QUARTZ THIS SEASON*. IT IS A NATURALLY GROWN CRYSTAL, WHICH HAS HEALING ATTRIBUTES.





**Quartz**, set in oxidized silver and encrusted in black diamonds will not leave anyone insensitive. The Crystal inspires every woman to be ambitious, proud and confident. It highlights the character of an idol woman.

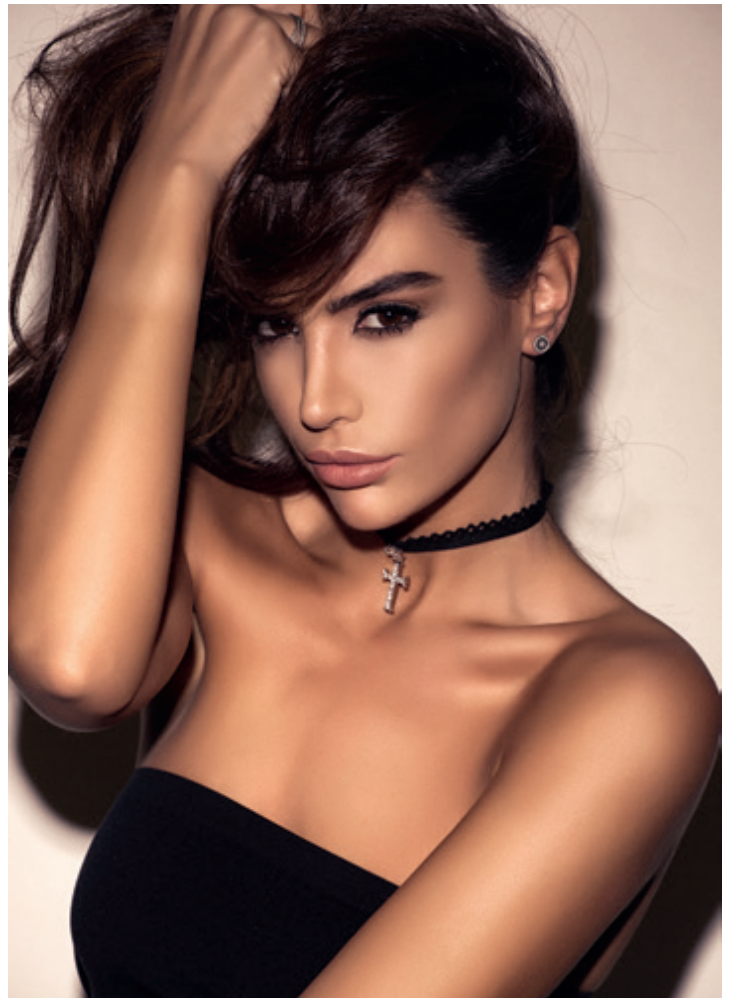
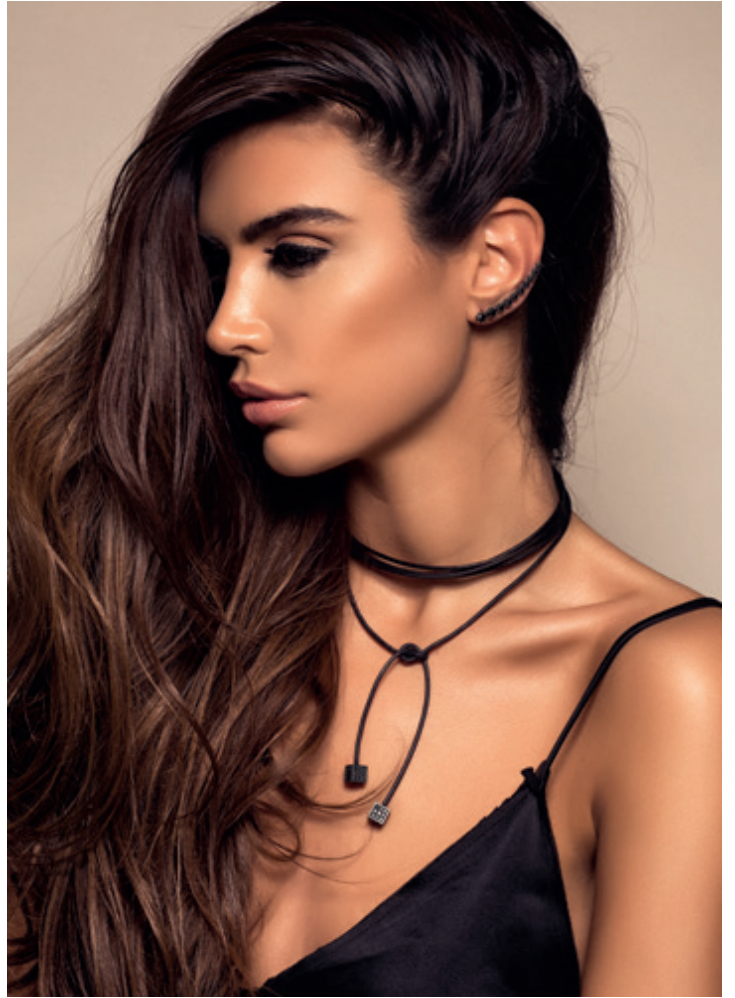
**Pearl**. One of nature's greatest miracles – *Pearls*. Anil Arjandas gives an opportunity to be a part of it. History carries the legend that pearls were formed from dewdrops that were swallowed by oysters when they fell into the sea. With such a rich ancient history, pearls are surrounded by myths and legends. Let Anil Arjandas creations whisper their valuable story.

**Leather** collection brings a new twist into the jewellery world. It is trendy, classic and modern. *Leather* has an ability to emphasize masculinity and feminine sexuality. In combination with diamonds, leather jewellery becomes highly sophisticated, with the luxury touch, and at the same time casual and practical.

**The original bracelet**. Extraordinary new collection from Anil Arjandas. Elegance and modernity hits their heights. The Original concept is created to meet everyone's taste. Silver, Gold, Semi-precious stones and diamonds are the key to open the new era of Originality. Play with colours and materials and become the designer of your personal style.

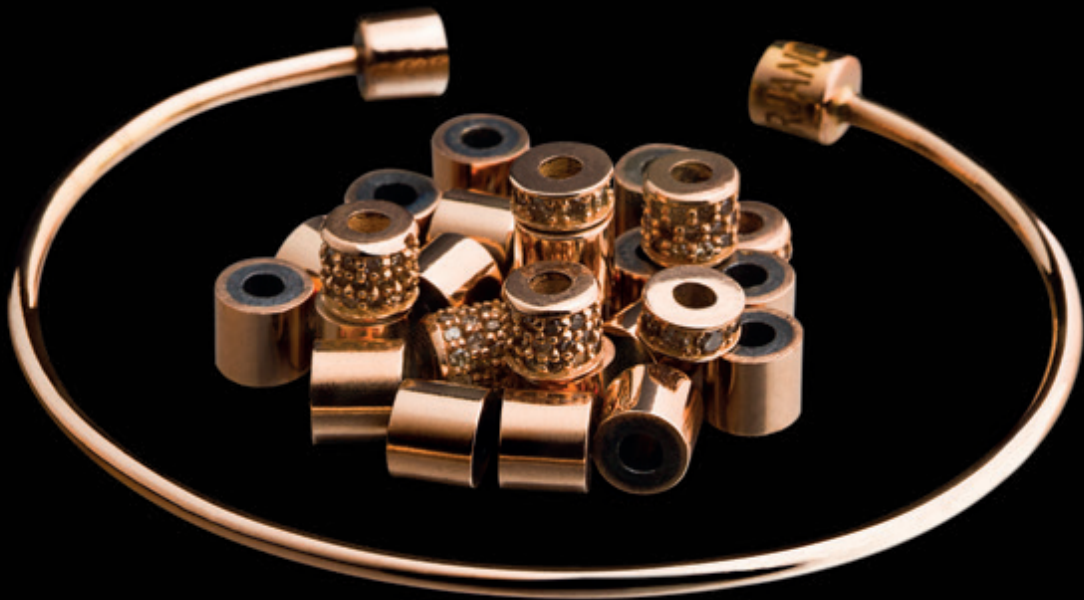
**Bridal**. Another twist in Anil Arjandas Jewels is the *Bridal* collection. The design introduces innovative ideas to a very special ring which is worn all life. Carefully chosen diamonds, handcraft and high attention to the details gives the opportunity to choose your dream ring. Innovation of design allows you to combine two different colours of gold and provides the most comfortable wearing.





# The Original Bracelet

2016 WAS A BIG YEAR FOR ANILARJANDAS. AFTER SURPASSING MORE THAN A HALF MILLION FOLLOWERS ON INSTAGRAM, LAUNCHING THE FIRST PIECE OF JEWELRY MADE OUT OF SAPHIRE CRYSTAL AND OPENING A NEW STORE IN MIAMI, HE NOW CLOSES THIS CHAPTER OF HIS LIFE IN A BIG WAY : BY LAUNCHING THE PRODUCT HE IS MOST PROUD OF SINCE HE STARTED HIS BRAND - THE ORIGINAL BRACELET.







After months of hard work and lots of prototypes, he came up with this fresh concept, a bracelet made by the customer himself. And just like that the customer becomes the designer, wearing his original creation, so... the piece becomes more personal and has a deeper meaning. The customer will be able to mix and match different colors and materials, like : gold, silver, diamonds, sapphire, hematite, lapis lazuli and more. Another cool thing is the fact that the same bracelet can be customised whenever you want by only changing the small pieces or adding different ones.

That being said, it's pretty obvious why the new piece is called 'The Original Bracelet'. It's not just because it lets you customize your bracelet as you want, it's because it lets you search through your creativity, allowing every customer to be himself and wear jewelry that represents their true self, making you, the customer, be something the others cannot be : you.





# HOW TO...

— FULL ROSE GOLD —



REF 1320  
3500 €

— ROSE GOLD AND SAPPHIRE —



REF 2030  
4.850 €

— GREY AND BLACK —



REF 2085  
450 €



REF 1363  
450 €



REF 2346  
2.150 €



REF 2505  
1.650 €



REF 2244.3  
4.253 €



REF 2244.3  
4.253 €



REF 2364.1  
1.850 €

IMPROVE YOUR ACCESORIES GAME WITH THESE SIX WRISTGAME  
READY - ASSEMBLES FOR HEAD-TO-TOE PERFECTION!

— GREY AND ROSE GOLD —



— ALL BLACK —



— ROSE GOLD AND BLACK —



REF 2123  
1.750 €



REF 2085  
450 €



REF 1363  
450 €



REF 2390  
3.350 €



REF 2366  
3.250 €



REF 2122  
1.750 €



REF 2365.1  
3.250 €



REF 1320.2  
3.500 €



REF 2414  
6.750 €

# Leather



ANIL ARJANDAS LEATHER COLLECTION  
a powerful expression of character.

The designer is introducing his new collection by reinventing and refreshing classic designs. This season leather hits the heights and embellishes its curves. It is trendy, timeless, classic and modern at the same time. This is the uniqueness of the leather.







The collection includes Riviere leather chokers, bracelets and rings made out of rose gold, black gold and oxidized silver. Moreover, every piece is inlaid with black or brown diamonds to make the creation even more dazzling and noticeable. Each piece is hand made and highly crafted from carefully chosen materials which give an outstanding quality and sophistication.

There is a stereotype that leather stands for punk style, but Anil Arjandas leather jewellery emphasises very feminine qualities whilst not losing the edginess.

Find a totally cool style to suit you! Different variations of velvet chokers along with a smooth leather bracelets are perfect to express yourself.

We are very proud to introduce such a great piece. Just try it, feel it and you will love it.

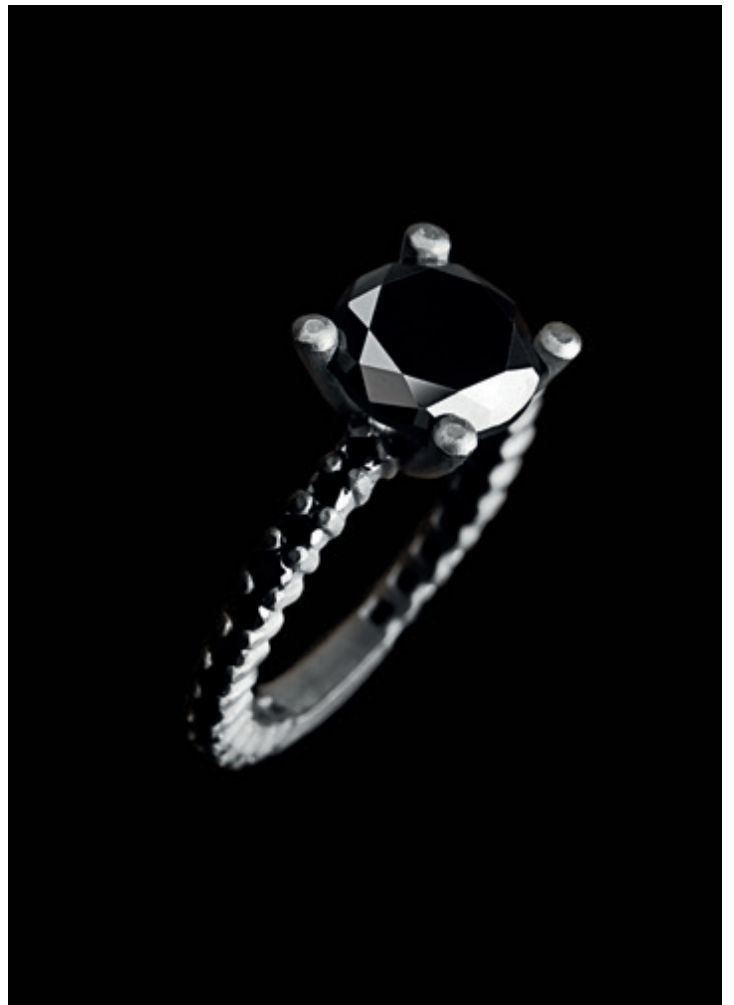


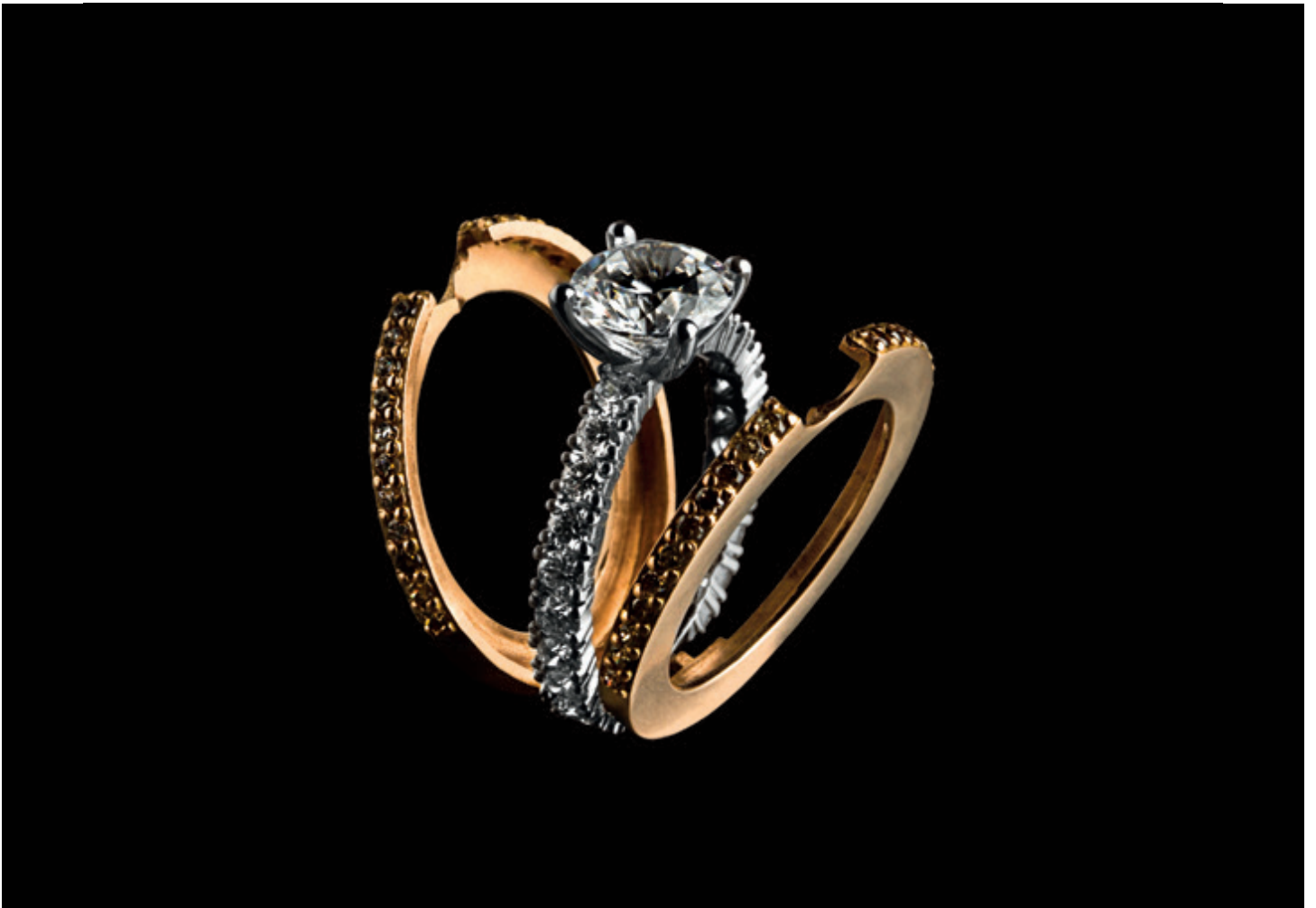
# Bridal

Anil Arjandas is introducing the Bridal collection to incorporate traditions and contemporary design. Great attention to the details and the thorough precision of the handmade pieces promises to keep the love forever. The Bridal ring symbolizes never ending love and loyalty, unbroken promise and commitment.

The new creation meets nowadays innovation too. The very new and original design of the ring ensures the most comfortable wearing experience and encourages you to be creative. You have the ring itself, and now, you can also buy different faces made from different types of gold and different diamond colors, and this way you create the perfect bridal ring that matches perfectly with your taste and personality. Moreover, you have the Made To Order service, that takes the customization experience to an upper level. The diamonds are the strongest, rarest and most precious stones on the planet, that will make sure you'll sparkle on your special day. Thus, the process of making such extraordinary pieces requires skillful and outstanding craftsmanship.

This ring is the most original and absolutely gorgeous way to preserve your cherished memories.





# MAKING OF THE ORIGINAL BRACELET VIDEO

## ANIL ARJANDAS VIDEO:

Coloured gemstones shine out in the new The Original collection

Anil Arjandas's new collection is the subject of our latest video in which we take a closer look at the very exclusive pieces and discover the inspiration behind them.

In our new video, filmed in Anil Arjandas's Mayfair boutique in London, we capture the brightness and exclusivity of the high jewellery collection, brought to life with vibrant coloured gemstones and an innovative concept.

Some of the world's most beautiful gemstones were carefully selected in order to get the combination of colours just right for the Original collection.





Now... Imagine yourself a fine jewellery designer! The concept discloses that everyone can participate in the design process. What a great fun to search through your creativity, to play with different gemstones, colours and combinations, to mix and match gold, silver, diamonds, sapphire, hematite, lapis lazuli and many more!

Dare to be a Designer! Dare to be the One who owns the jewelry that the best represents your inner character and personality.

Get the pleasure of seeing your own and truly original creation with every little movement of your wrist.



卐  
ANIL ARJANDAS  
JEWELS

CHILDREN COLLECTION

