



— ISSUE n° 6 —

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ANIL ARJANDAS

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— JOURNAL —



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create beautiful picture and
tell a story !...

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Tour Beads Bracelet is
all about Bringing
ideas to life...



ANIL ARJANDAS

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/ Luanda /
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— CHINA —

/ Hong Kong /
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LOOK BOOK 2018

It's the fine details that create beautiful picture and tell a story !
Explore the new 2018 Anil Arjandas Jewels collection ..Learn about our unique journeys of our jewellery from concept to creation also understand why Quality beats Quantity !....

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CRAFTSMANSHIP

Anil Arjandas Jewels constantly raises the bar high for the luxury jewellery collection with the materials and techniques we use, see how our craftsmanship has shaped our new collection and the 2018 must haves, PLUS what makes our jewellery stand out !....

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DISCOVERING ANIL ARJANDAS

Read more about the brand and its history inside!....

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LONDON BOUTIQUE

Allow yourself to be greeted with a personal approach and welcoming smile .. here no question is too difficult and no request is too demanding....

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TOUR BEADS BRACELET

Tour Beads Bracelet is all about Bringing ideas to life, let the inner you shine bright through with this new concept, inspired by semi precious and precious stones see how they can make you feel vibrant !....

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ANIL ARJANDAS
JEWELS

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LOOKBOOK 2018

THE BRAND **THE ORIGINAL BRACELET** **CELEBRITIES**

Mon Amour Red Bracelet - Rose Gold **450 €**
 4 Town Beads Bracelet - Rose Gold **275 €**
 4 Town Beads Bracelet - White **295 €**
 Mini and Fine Earrings - Rose Gold **125 €**
 Mon Amour Handlet **250 €**
 Degrade Rose Gold Necklace **210 €**

INSTAGRAM

CRAFTSMANSHIP **THE ORIGINAL BRACELET** **LOOK BOOK 2018**

FREE WORLDWIDE SHIPPING
on orders over **€500**

GIFT CARD

ANIL ARJANDAS
JEWELS

In 2018 Anil Arjandas Jewels is bringing a new look to the brand, introducing all the features high jewelry needs including the latest trends like charms bracelets, rings and earrings all in 18k white gold and exceeding featuring white diamonds, Colored and precious designs designs.

Follow us on **@anilarjandas**

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LOOK BOOK 2018

SINCE THE FIRST DAY THE DORCHESTER HAS OPENED ITS DOORS IN 1931, IT STILL HOLDS ITS VALUE AS BEING ONE OF THE MOST PRESTIGIOUS AND LUXURIOUS HOTELS AROUND THE WORLD. DURING THIS TIME IT HAS WELCOMED GUESTS SUCH AS ROYALTIES, POLITICIANS, WRITERS AND A-LIST CELEBRITIES.





WITH ANIL ARJANDAS JEWELS being extremely enticing it was the only right decision to hold the 2018 jewellery collection photoshoot at the incredible Dorchester Hotel. The photoshoot captured a day of an irresistible and glamourous female where she spends her day in the lavish hotel room.

The 2018 Anil Arjandas Jewels campaign is proud to introduce the new sensation and outstanding pieces which consists of an edgy yet classic Degrade collection crafted in oxidised silver and 18 carat rose gold. The unique and striking Flat Diamond collection that is composed with gold surrounding, each diamond is exclusive to the piece. Finally, the most anticipated 2018 ladies jewellery collection - Melted into tears. A selection of sparkling white and brown diamonds, carefully crafted in 18 carat white and rose gold, this is a collection that will melt every ladies heart.





Additionally, the fabulous 2018 collection also embraces the heritage pieces which includes, Haute rings which are encrusted with precious stones, the delicate Mini Charms collection, also the magnificent 9.48 carat Emerald ring that is surrounded by dazzling white diamonds and finally, the radiant, newly reinvented Hoop collection.







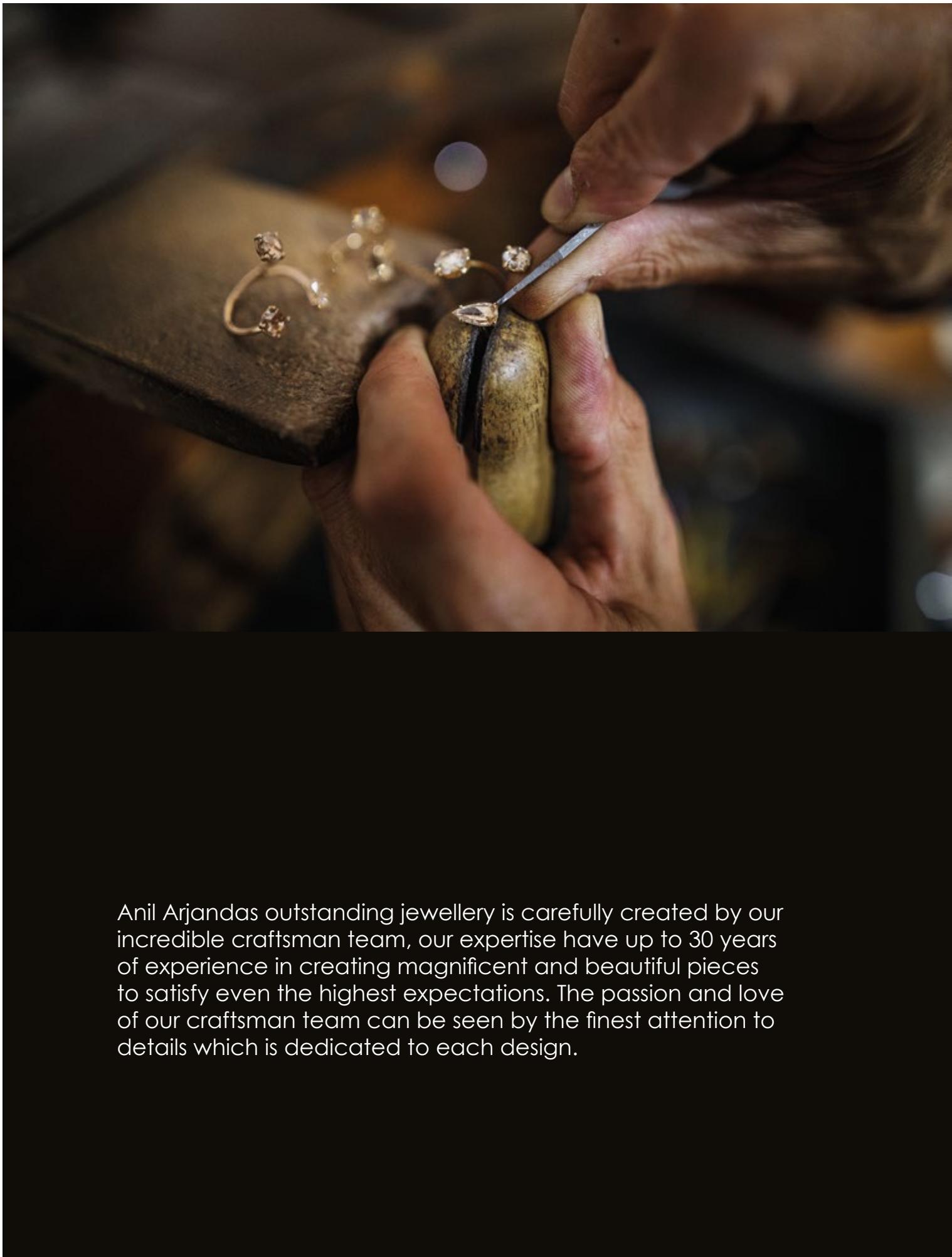
Craftsmanship

ANIL ARJANDAS JEWELS CONSTANTLY RAISES THE BAR HIGH FOR THE LUXURY JEWELLERY COLLECTION WITH THE MATERIALS AND TECHNIQUES WE USE, SEE HOW OUR CRAFTSMANSHIP HAS SHAPED OUR NEW COLLECTION AND THE 2018 MUST HAVES, PLUS WHAT MAKES OUR JEWELLERY STAND OUT !





An Artisan is a skilled craft worker who creates goods by hand that is challenging yet decorative. This profession requires a particular aptitude, an addition level of education also the learning of a skill.



Anil Arjandas outstanding jewellery is carefully created by our incredible craftsman team, our expertise have up to 30 years of experience in creating magnificent and beautiful pieces to satisfy even the highest expectations. The passion and love of our craftsman team can be seen by the finest attention to details which is dedicated to each design.

Precious stones such as black, brown and white diamonds crafted in 18 carat Rose and Black gold or oxidised silver are all used to infuse a significant brand trade mark, making our pieces uniquely recognisable. Anil Arjandas Jewels is the only fine jewellery brand in the world to incorporate sapphire crystal and TPT carbon into our pieces adding an extremely special and individual touch - which undoubtedly sets us apart from any other fine jewellery brand.

From the beginning to the very end our craftsman team brings the highest possible standard and quality and this is what makes Anil Arjandas Jewels exceptional.



HOW TO...

— BLACK & GREY —



REF 2364
1850 €



REF 2388
2350 €



REF 2388
2350 €

— ROSE GOLD AND SAPPHIRE —



REF 2244
4250 €



TOB.14.EX
7870 €



TOB.2.EX
10550 €

— BLACK & RED —



REF 2246
1450 €



TOB.23.EX
7430 €



TOB.24.EX
3115 €

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

— ROSE GOLD & BLACK —



REF 2414
6750 €

— BLACK & WHITE —



REF 2154.3
950 €

— FULL ROSE GOLD —



REF 2414
6750 €



TOB.18.EX
17950 €



TOB.6.EX
11005 €



TOB.2.EX
10550 €



REF 2686.ON
2750 €



TOB.23.EX
7430 €



TOB.14.EX
7870 €

DISCOVERING

ANIL ARJANDAS

ANIL ARJANDAS THE BRAND WAS BORN WITH A REVOLUTIONARY CONCEPT IN THE WORLD OF HIGH END JEWELRY, THE STRATEGY WAS DETERMINED BY ITS ABILITY TO DIFFERENTIATE WITH INNOVATIVE MATERIALS AND COLLECTIONS, OXIDIZED SILVER WITH BLACK DIAMONDS, LEATHER AND OTHER DESIGNS THAT DIFFERED COMPLETELY FROM THE PIECES OF TRADITIONAL JEWELRY THAT EXISTED IN THE MARKET IN 1999 WHEN ANIL CREATED THE FIRST PIECE OF HIS COLLECTION.

This revolutionary concept was growing by turning the brand into a referent in both women and men jewelry.

Among the keys of his success is also remarkable celebrities and international models such as Kelly Rutherford, J Balvin, Luis Fonsi, Melissa McCarthy, Lucy Hale, Eugenia Silva etc

The pullback that the firm Anil Arjandas has found, of course, is to position the brand in a world full of competitors. The strategy resulting from the ability of differentiating itself from traditional jewelry and men's high jewelry made the brand reach a strong presence in the international market. This was succeeded by its opening in Mayfair, obtaining a brand visibility in the most luxurious district of London. In addition, it is evident that like any other firm in recent years has had to face the great international economic instability, although probably with much more strength and skills than others since Anil Arjandas is still a very young brand from the jewelry sector.

Anil Arjandas differentiation and unique concept helps the growth easier.

The future project for the brand is to continue advancing in the world of high jewelry for both men and women and expand its global distribution network. Currently Anil Arjandas Jewels sells online at anilarjandas.com and also has 3 boutiques, 3 shop in shops and it has retailers along 12 different countries.



LONDON BOUTIQUE

IT WAS 2013 THAT ANIL ARJANDAS JEWELS EXPANDED IN THE UNITED KINGDOM AT THE HEART OF MAYFAIR, LONDON. DUE TO THE BRAND'S SUCCESS, THE FOUNDER AND CEO MR ARJANDAS DECIDED TO BRING HIS TOUCH OF SPANISH CREATIVITY TO MAYFAIR.

It was a late Spring evening when Mr Arjandas was having dinner at one of the most prestigious and luxurious restaurant in Mayfair that he visioned to locate his boutique on Davies Street. After all, Mayfair is well known for its world-famous, luxury retailers, exclusive hotels, gourmet restaurants and members clubs only.

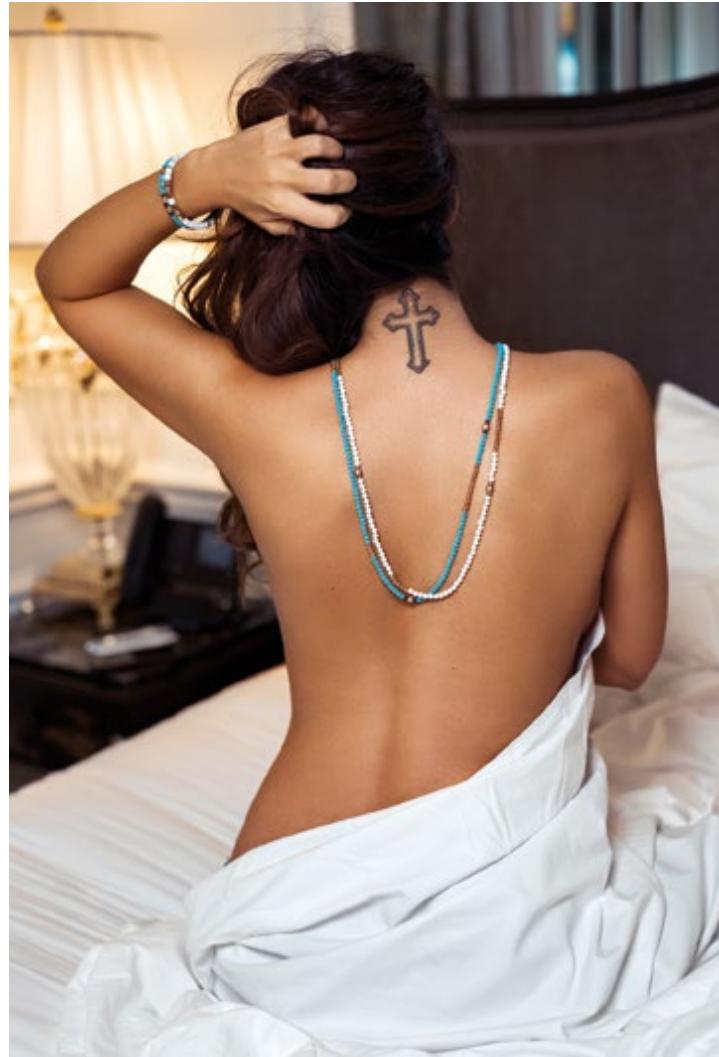




Mayfair is a home for the elite and upper-class society and the capital for the VIP's, such as royalties, A-list celebrities, diplomats and the list goes on. Whether you are dining at the finest restaurant or shopping at high-end brands, it's an experience you will never forget.

Visiting Anil Arjandas Jewels at 20 Davies Street, be sure to be greeted by well experienced and professional representatives. You will be presented with an exquisite service and be given an opportunity to discover the signature fine jewellery pieces, leaving you with a delightful memory.





TOUR BEADS BRACELET

Following the tremendous success of The Original Bracelet that was launched in 2016, the brand CEO & Founder came up with a brilliant concept of a jewellery piece that could be worn as a bracelet and also as a necklace.





The incredible piece is very contemporary yet elegant ,the Tour Beads Bracelet is very versatile not only can you wear this piece casually but you can also wear the it in the evening to give your outfit that extra sparkly statement.

The high quality Tour Beads Bracelet is available in semi precious stones such as Onyx, Hematite, White Agate, Coral and Turquoise and precious stones such as Brown and Black Diamonds crafted in 18 carat Rose Gold or Oxidised Silver.

This new concept design is a fabulous addition to your jewellery collection, whether you prefer to be discrete with the onyx or vibrant with the coral, this collection has a wide range of semi precious stones to suit any taste.

Be sure to turn heads and make a perfect statement with the Tour Beads Bracelet everywhere and anywhere you go!.



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