



Heart-to-Heart

How often does a brand come up with a poem for a jewellery collection? Not often, I guess!

The co-founders of UK-based Never Not (NNT), Nina Dzhokhadze, Natia Chkhartishvili, and Tamara Svanidze, have a fun poem for their Show N Tell collection—*Our hearts, we wear on our sleeves, The beat to a different drum, Unafraid to show and tell, To always express our feelings, To never not speak our mind, Ready to Burst.*

The cheerful shapes of the Ready 2 Burst rings, which are part of their Show N Tell collection, are inspired by love. The key motif sees two beating hearts together. The Ready 2 Burst line has an iteration made only in gold with a sprinkling of diamonds. Rendered in yellow and rose gold, the designs are accented with neon pink, neon yellow and neon green enamels. “We wanted to add bright colours to our jewellery so that our clients could wear it with their kaftans, summer dresses and enjoy colourful, happy neon versions of the rings they loved,” says Nina.

Offbeat Setting

Orofasma, Greek jewellery manufacturer and wholesaler, unveiled its Eternal Love Diamond collection at the recent JCK Luxury show. Featuring round-cut natural diamonds in an innovative setting that allows the central diamond to twirl around its axis, the technique has been patented with a Utility Model Certificate under the name of its creator Kevork Kolanian, who had been experimenting with novel ways of diamond setting nearly six years ago. It took some months to perfect the technique, says Kevork. The patented Orofasma Setting – or O.S. as the brand calls it – is more of a technique than a mechanism. “It is quite simple in its conception but difficult in its making. In fact, there is only one prong-like metal ‘arm,’ sweeping around the diamond and fixing it on each piece of jewellery. It is a handmade technique, whereby each central diamond is meticulously mounted such that it is free to spin around its axis,” explains Kevork. The Eternal Love Diamond, with the signature setting, has over 160 pieces of rings, bangles, bracelets, pendants and earrings – all set in 18-karat gold.

