



YS18

A dream possession !

*Born of earth. Shaped by hand.
Guided by a designer's vision,
Whispers of color, glints of light—
our jewels speak in the language of dreams.
Worn close to the heart,
kept for a lifetime.*

A dream possession !

THE SIGNATURE



Color diamonds of exceptional rarity form the heart of the collection. Each piece is designed to honour the stone—allowing its natural hue to command attention, uninterrupted.



BLUSH & GOLD

Delicate pinks and warm yellows meet in perfect harmony. Natural colour diamonds bring quiet distinction to classic silhouettes, creating jewelry defined by grace rather than excess.



HAUTE ROYALE

A celebration of natural fancy color diamonds, elevated by white diamonds and composed with absolute precision. High jewelry, defined by royal restraint.



Where rarity commands

THE HOUSE'S DEFINING TREASURE



Born Rare



For generations, the brand has sought what few can find—natural color diamonds of exceptional character. Each piece reflects a commitment to rarity, authenticity, and enduring value.

RARE EXPRESSIONS



Conceived without compromise, these exclusive pieces are shaped by exceptional stones and refined craftsmanship—each creation reflects the highest level of design and distinction.



COLOR IN PLAY



Color defines the form. Movement defines the presence. Rare gemstones anchor the design, while dancing diamonds introduce light, rhythm, and a sense of effortless drama.



OPULENCE



Alive with shifting colour, opals bring depth and intrigue to each creation. Each piece is composed to enhance this natural phenomenon—subtle, radiant, endlessly captivating.

BLOOM OF DISTINCTION



Floral silhouettes unfold through vivid pink tourmalines, chosen for their clarity and intensity. Designed with balance and discipline, each piece reflects strength beneath its beauty.



THE POWER OF GREEN



Treasured for centuries, emeralds lend their depth and prestige to creations designed to endure. Diamonds refine the composition, preserving elegance across generations.

THE MOMENT



Rare sapphires form the heart of each piece, balanced by diamonds placed to amplify light and movement. Conceived for evenings that demand distinction, designed to endure beyond them.

Designed to command the gaze



ON THE WORLD STAGE

From red carpets to international premieres, the brand's creations are selected for moments that demand presence.

Where craftsmanship meets global attention.

Legendry Zeenat Aman, Yogendra Sethi, Zarine Khan



IMPERIAL



Chosen for rarity and perfection, each solitaire diamond stands alone in brilliance. The design honours the stone with symmetry and balance, evoking the elegance of royal treasuries.



BLUE & SCARLET

Sapphires of commanding depth meet rubies of royal intensity. Together, they form a dialogue of power and passion—balanced by precision, defined by legacy.



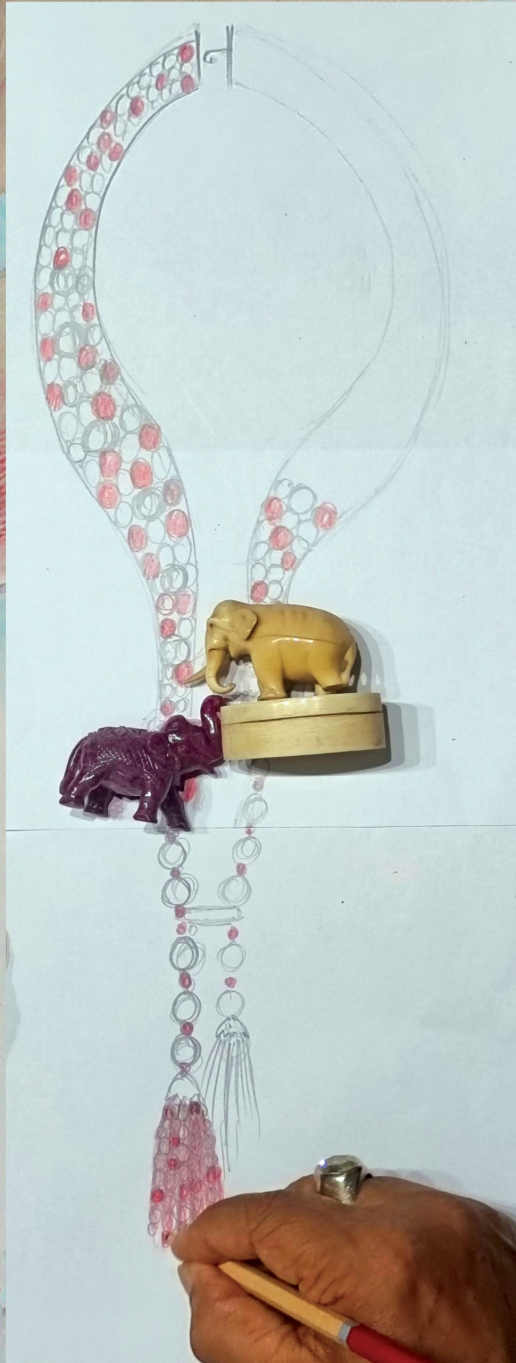
A dialogue of power and passion

THE HAND BEHIND THE JEWELS

In the stillness of the atelier, ideas are translated into lines. Each sketch captures balance, intention, and the promise of what will become enduring jewelry.



An artist by instinct and a jeweller by vision, Yogendra Sethi brings the language of fine art to high jewelry. Born in Indore and shaped by a legacy of connoisseurship, his creative foundation was formed through an MFA from the Indore School of Fine Arts, followed by an MBA from Berkeley, California. Beginning his jewelry journey in Jaipur in 1976, he introduced a contemporary interpretation of antiquity—most notably through his mastery of natural fancy color diamonds. His designs reflect a nuanced understanding of colour, form, and balance, drawing inspiration from landscapes, florals, geometry, and antique diamond cuts. With an artist's sensitivity and a collector's eye, Yogendra has continuously redefined artistic expression in jewelry, crafting each piece as a singular work of art—rooted in nature, refined by discipline, and enduring in legacy.



FIRE & CALM



Vivid rubies and luminous aquamarines take centre stage, refined by diamonds placed with precision. Jewelry conceived to perform under light, movement, and gaze.



A LEGACY IN EMERALD



Treasured for centuries, emeralds shape creations designed for permanence. Jewelry conceived as heirloom, defined by depth and discipline.

RECOGNIZED



EXCELLENCE

Across national and international platforms, these awards honour a design language defined by originality, craftsmanship, and enduring vision. Each recognition reflects a commitment to excellence that transcends borders.





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