

November 2014

ZURI

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Farah Khan
Queen of Emeralds

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Kenya	Kshs	500.00
Tanzania	Tshs	9,450.00
Uganda	Ugsh	14,850.00
Rwanda	Rwf	3,900.00
International	€5.00	£4.00

FARAH KHAN

PREETA AGARWAL gives us an insight in to a bold & flamboyant personality, Farah Khan whose jewellery is eccentric beyond imagination. Farah Khan Fine Jewellery is all about Farah's passion for fine jewellery, which makes her explore beyond the usual and offer unique jewellery to her clientele every time they walk into her plush boutique in the heart of Mumbai city.

JEWELLERY PHOTO CREDITS:
Farah Khan Fine Jewellery



Farah Khan modelling her diamond & emerald floral necklace - Photography By: Subi Samuel.



Farah Mumbai boutique interiors

The Beginning

The journey that started purely by chance, 20 years ago, has today matured into a jewellery design label, which is receiving accolades from the global jewellery industry. "I accompanied a friend to do a course in gemology at the renowned Gemological Institute of America in Santa Monica, California in 1992. I followed that up with jewellery design under the tutelage of Robert Ahrens an LA based jewellery designer who had worked with Van Cleef & Arpels for 23 years prior to being a professor in GIA. After that there was no looking back and I came back to India in the

year 1993 to pursue my dreams and live my passion", recounts Farah.

Daughter of a famous Bollywood family, Farah is known for her down to earth approach and her love for all. Many Bollywood celebrities are often cited flaunting her jewellery in their own chic styles. Having designed for some of the top Bollywood celebrities and people from India's foremost business families, she insists on being a perfectionist who loves to please herself first so that she can eventually please her clients.

The Idea

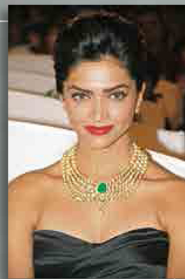
Three-dimensional, realistic flowers & insects, gemstones that look alive, design that make you wonder and contemporary styling; are a few eye-catching aspects of Farah's jewellery which have gathered an international fan following for her. From starting as a designer and getting her designs manufactured from a friend/ jewellery manufacturer, Farah today has her own boutiques, a state-of-the-art manufacturing facility in the jewellery hub of India- Mumbai and an online sale portal. In a short span the Farah Khan Fine Jewellery label has become synonymous with setting high standards for style, quality, detailing, design and elegance. Hers is a line of limited edition jewels that lets you indulge in the luxury of affluence... "Where Precious becomes Priceless".

She picks up gemstones, which speak to her and making it the hero, she designs around the gemstone. "I don't love to design, I live to design and my designs are the aftermath of my senses and the experiences that I derive from my surroundings. Even though my influences in design comprise inspiration from the opulence of Mughal India and Persian art and architecture, I do believe my work has a universal design language because I do believe that jewellery is meant to be worn not just lie in a locker. So even though I design unique, bold statement pieces that defines ones personality and they are more of the wearable nature and not one that you could only don to an elaborate Indian wedding", explains Farah.

The Love

Farah's love for one particular gemstone is famous in the streets of the industry- The Emerald. "My very first piece I designed was a peridot diamond necklace for my sister Simone. Even then I was drawn to the colour green even though that was a peridot and not an emerald. Subsequently I designed a lot of other emerald jewellery pieces and in the trade and among my customers I am known as 'The Emerald Queen' because of my love for emeralds and the use of it in my designs", adds Farah.

For Farah, Emerald symbolizes life, which she tries to achieve in all her designs. Emeralds express a soothing feel and flamboyant royalty at the same time due to its watery luster and the rich colour, which is very rare to find in any other gemstone. Emerald, being versatile gemstones can be used to create a contemporary look or be made into something traditionally Indian. A carved emerald, a cabochon and a faceted Emerald- all exude a different grace and elegance. Sourced from ethical sources like Gemfields, Farah uses them in a different way every time she sits with a newly acquired Emerald. She feels Cabochon emeralds and carved emeralds impart a traditional and vintage feel versus the faceted emeralds and even though personally she is drawn to using faceted emeralds in her work, she loves experimenting with both carved and cabochon emeralds as well.



Deepika Padukone wearing FK jewellery

Internationally also Farah Khan's work has sparked many a times at important showcases like Swarovski's Runway Rocks in 2008, consecutive years of presence in Gemvisions trend books, IIFA (The India International Film Awards) Macau in 2009, Red Carpet at Emmy Awards in 2010, Oscars in 2011, crown for Beyonce new album launch in 2011 and many more.

The Challenge

Striving to make something new every time you sit to design is not an easy task. It is where Farah excels over other designers, as she knows the art of converting challenges into advantages. One great example of her creativity is the 'Lion Necklace', where a 200 cts. Zambian tumbled emerald forms the centerpiece. This design was particularly difficult, because the stone wasn't a smooth tumbled emerald and had many contours and curvatures of a natural form on it. The challenge was to design in such a way so as to conceal the natural contours of this large emerald which we managed however this necklace took many hours of long laborious craftsmanship to finish.

The Lion necklace with a 200 carat cabochon emerald center



Emerald necklace with blue sapphires



The Magnificent

The audience at the India International Jewellery Week held in August 2014 in Mumbai was left spellbound by Farah Khan's show and the jewellery showcased by her. As usual, Emeralds had a strong presence in her latest collection. Emerald chandeliers, cocktail rings and elaborate necklaces, all lined the ramp and mesmerized the audience. The multi-string diamond necklace with gorgeous pear shaped emeralds asymmetrically sprinkled in the front stole many hearts.

The showstopper actress Lisa Ray aptly titled the main attractions for the night as 'Show Stopper' earrings. 320 carats of Colombian Emeralds in two perfectly cut emeralds were enough to inspire Farah to make something as unique as the pair of emeralds themselves. Sharing the concept for the pair of earrings Farah says, "They were both perfect cuts and complimented each other. I wanted to design something that would befit their size and neither did I want to split them apart so I came upon the idea to design a pair of earrings that would sit on the ear but was supported by the ear lobe by a strand of pearls thus taking the weight off the ears and making them lightweight and comfortable to wear. Lisa wore them exceptionally well and even remarked at the lightness of the large earrings."

The Simplicity

Farah is also known for her minimalistic approach, which often makes people wonder about the mammoth effect that is achieved by such simplicity. One all time hits by Farah are the triangular cabochon pearl diamond earrings, which are very simple in form but stunning because of the colour of the Colombian emerald trillions against the white pearls, that forms the highlight of the design.

When in an experimental mood, Farah loves to combine emeralds with other coloured gemstones to create stunning effects like emeralds with Blue Sapphires, Tanzanites, Rubies, Chrysoprase, Turquoise, Pearl, Coral, Aquamarine and many more. Simplistic yet spellbinding; these combinations have been a sure shot hit!



Peacock cocktail ring with cabochon emerald center

The Fame

The last few years have seen many international jewellery designers studding realistic flowers, animals and insects. Farah Khan picked up this international trend and has made an exotic range of flora and fauna. The cocktail ring with peacock tucking away a cabochon emerald with its neck and feathers is a fine example of her creativity. From ants to lions, from peacocks to snakes; you name and she will surely have a piece designed around it.



Lisa Ray with showstopper emerald earrings and emerald cocktail ring at IIJW 2014



The *Bridal*

Farah's bridal collection boasts of many elaborate emerald pieces, which have been inspired from Mughal and Persian cultures. Right from the time of the Mughal-Rajput Era in India, Emeralds have dominated the Indian market and even then huge lots of Colombian emeralds were smuggled all across the world and made their way into the Mughal dynasty of India and since the Mughals were very opulent people as a race, their jewellery formed the basis for most Indian traditional jewellery design in modern day today. The discovery of emeralds then in the northern territories of India, which is now Pakistan and as well as in Afghanistan only added to the flourishing Indian trade and interest in emeralds. Today Emeralds form an integral part of every Bridal trousseau and each bride does insist on an emerald set with her trousseau. The Emerald has remained an all time classic gemstone in India and will continue to remain so. **Z**

Pear shaped Emerald necklace
with diamond strings

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