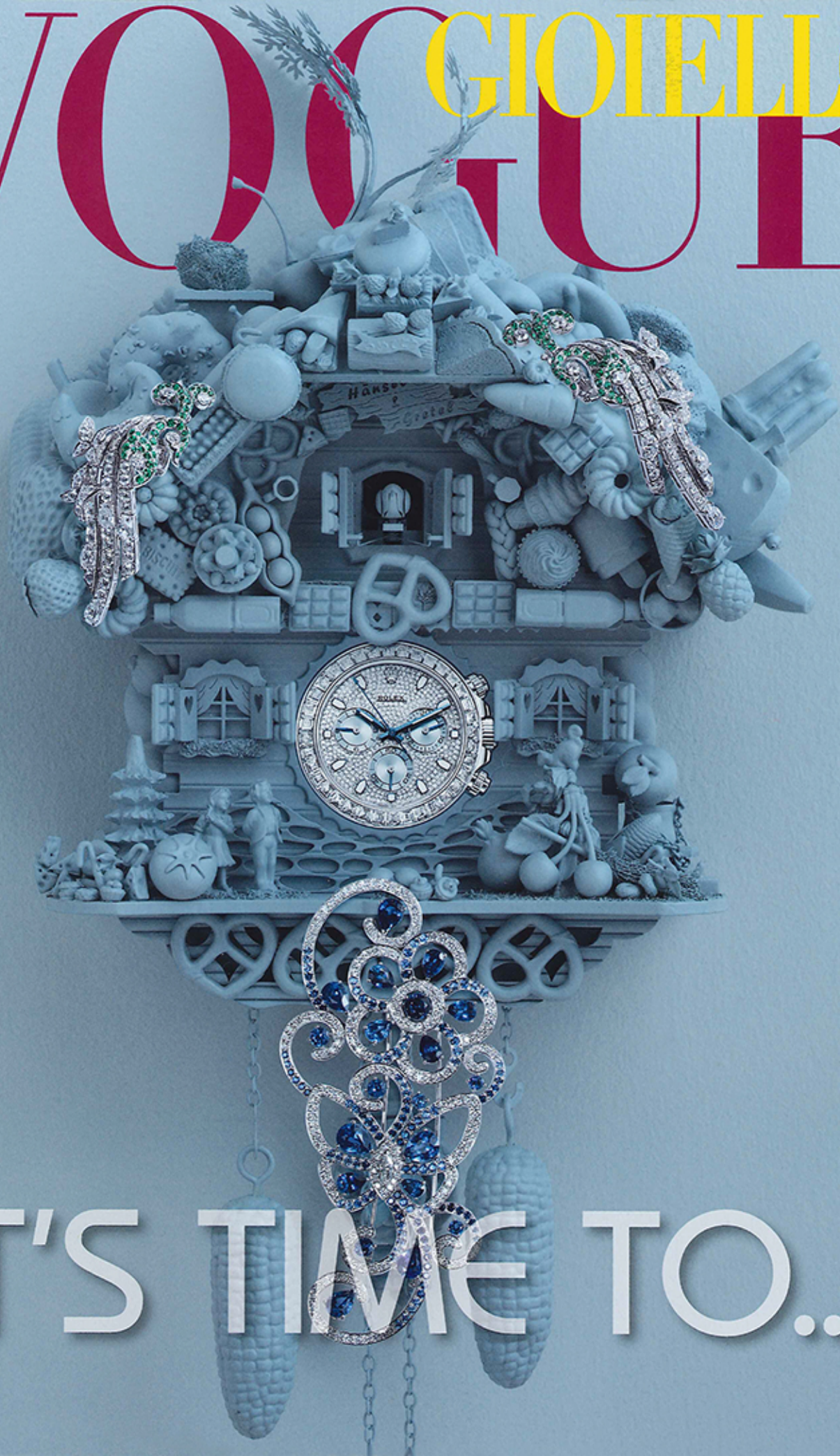


VOGUE GIOIELLO

M A R.
2015
N. 129
€ 7,00



IT'S TIME TO...



Glowing Stories by Aaron Shum

Aaron Shum, a leader in branded fine jewelry, is presenting Coronet Solitaire, La Posy and Princess Rose. These three collections with an international flair are proof that the company is continuously striving to strike that perfect balance between technical innovation and the fashion sense for which it is known



Coronet Solitaire. The design of Coronet Solitaire is as timeless as it is contemporary. It is the perfect jewel for the fashion-conscious woman. It features seven brilliant-cut diamonds set without prongs to create a one-of-a-kind "solitaire effect". The collection takes inspiration from the crowns of kings and queens and brings together the best craftsmanship with the most modern technology for a patented setting that achieves the effect of a one-carat diamond with only 30 points of diamond. This most sparkling of collections features more than 3,000 designs.

Princess Rose. «Once upon a time, there was a beautiful princess who had four marquises fighting for her hand...». This is the romantic fairy-tale that inspired the Princess Rose collection. This line features creations whose focus is a princess-cut diamond set without prongs and surrounded by four marquise-cut diamonds. The sparkle is truly impressive. This is a worldwide-patented design that brings to life jewels—especially solitaires—that are unique and ideal for contemporary "queens".

La Posy. Capturing the everlasting beauty of flowers. This is what La Posy jewels aim to do. A rainbow-colored bouquet of flowers relies on the delicate language of semiprecious stones, such as turquoise, mother-of-pearl, agate and other natural gems along with complementary elements like briolettes, pearls and sparkling diamonds. Each ring, earring, bracelet and necklace is meticulously made by hand following the strictest quality standards.

Princess Rose



www.aaronshum.com