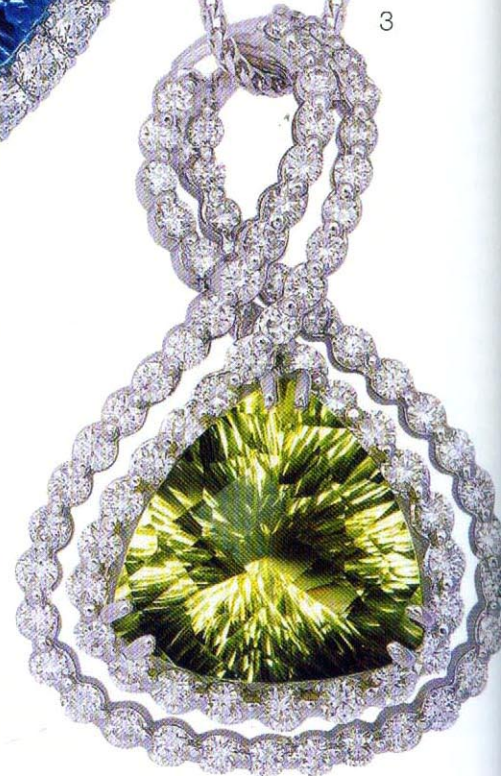




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# Bapalal Keshavlal

## *Revisiting Its Raison D'etre*

Bapalal Keshavlal was established in 1939 and has been recognised as a pioneer of luxury jewellery and a top exporter from India. Harvesting from its Indian heritage, the brand spins an endless reservoir of ideas that are centred on feminine emotion.

Its design orientation is the nucleus from which it reaches out, in blind faith, towards beauty. Therefore, it has chosen for its new identity, a circular radiating symbol that is inspired by the cosmos and the origin of all things. It denotes a creative spirit moving unfettered toward its ultimate potential — an emotion that seeks its consummation.

By maximising efficiency of the manufacturing capacity of its 250 craftsmen, it has worked to create a design house whose jewels serve the seminal beauty of femininity. The quality-conscious manufacturer brings itself beyond borders with these trend-sensitive designs, and is now a luxury designer for some of the world's most elite jewellery stores.



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1. Earrings in black enamel with round brilliant-cut diamonds in 18K white gold.
2. A pendant with blue topaz, round brilliant-cut diamonds in 18K white gold.
3. A pendant with lemon topaz, round brilliant-cut diamonds in 18K white gold.
4. A bangle with round brilliant-cut diamonds in 18K yellow and white gold.