

Boucles d'oreilles ovales,  
diamants sur émail bleu



# Bapalal Keshavlal

## Les contes des Mille et Un Joyaux

par Didier Brodbeck



Manchette "Gold Wave" en or jaune sertie de saphirs diamants

Manchette "Gold Wave" en or sertie de saphirs multicolores



### Une histoire brillante

Rompant avec sa famille, pionnière dans le commerce du diamant en Inde, depuis 1895, Bapalal Mehli démarra sa petite fabrique de bijoux à Bombay en 1939. Quelques décades plus tard, son fils Romy reprendra les rennes d'une affaire florissante. Son sens inné des affaires et sa vision futuriste du marché ont dynamisé la croissance de l'Entreprise. 1989, un demi-siècle après la formation de la Maison mère, Romy crée Tristar Jewelry Exports, le bras exportateur de la fabrique. 2003, cette Société fabricante et exportatrice remporte le National Award for Higher Export.

### Une beauté luxuriante

Comme Romy le dit très justement, « le luxe est ce que l'on offre... la valeur est ce que nous délivrons ». Les dessins classiques des bijoux sont réhaussés par de multiples éléments artistiques. Chaque pièce est une aventure vers des formes, des couleurs, des sertis et des choix de pierres originales. La Maison puise son inspiration dans le vaste héritage culturel de l'architecture et des miniatures indiennes. Tout un entrelacs de courbes qui se mêlent et se croisent en infini de combinaisons.

### Une vision fulgurante

L'un des buts clairement avoué de cette Société est de placer la Joaillerie Indienne sur le devant de la scène internationale. C'est pourquoi, elle pratique le joyeux mélange du traditionnel, du classique et du futuriste toujours réaliste à cent pour cent en Inde. Noblesse oblige.

**Bapalal : 401 Queen's Diamond, 5MP Marg,  
Opera House, Mumbai 400 004, India**

**Tél. : +91 22 2368 4578**

**Fax : +91 22 2363 1678**

**Email : info@bapalalkeshavlal.com**

**www.bapalalkeshavlal.com**

## A CLASSIC HISTORY

Bapalal Keshavlal hails from one of the pioneer families of the thriving diamonds and jewelry industry of India. Its parent company was established in 1895, sowing the seeds for an industry that a century later would contribute to more than a sixth of the nation's exports and to eleven of twelve of the world's polished diamonds.

### A CLASSIC HISTORY

Breaking away from his parent company in 1939, Mr. Bapalal Keshavlal Mehta established a small jewelry manufacturing operation in Mumbai (Bombay), setting the foundation for future expansion by securing over the decades a loyal client-base. His son Romy Mehta took over the business in 1972, and has since then dynamically shaped its vision and product. In 1989, Romy Mehta established Tristar Jewellery Exports, the company's manufacturing arm in SEEPZ – Mumbai's famous duty-free export zone. Tristar's state-of-the-art manufacturing capacity complements the skills of its experienced craftsmen, and enhances Bapalal's mesmerizing product variety. In 2003, Bapalal's evolved expertise led it to win the National Award for Highest Exports.

### A LUXURIOUS BEAUTY

Since 2000 though, the company has become extremely focused in its product creation. It has decided to position itself as a luxury artiste, embedding an element of luxury into each of its jewels so that the wearer exudes

class while still acquiring economy in terms of value-for-money. Therefore the company's design motto: "Luxury is what we Offer... Value is what we Deliver™". Classic designs are accentuated with myriad artistic elements. Each jewel is an experiment in untraditional shapes, colors, settings, and choice of gemstones. Bapalal Keshavlal stands out due to its breath-taking product variety. From grand necklace sets to the most delicate of rings; from awe-inspiring chandelier earrings to bracelet sets in invisible and pave combinations; from exotic-shaped pendants to rose-cut diamond chokers; the company seeks its design inspiration from old-world architecture to its Indian heritage, from the simple expressions of nature to the modern fascination for complex curves. The variety that you see in its collection is thus not only impressive in scale but also in the scope of the embedded luxury.

### AN ETERNAL PIONEER

The company aspires to bring India to the world stage with its distinctive brand of jewelry created from an eclectic mix of contemporary and classic, traditional and futuristic elements. Via its participation in high-profile luxury shows, it hopes to showcase and surprise high-end retailers and consumers across the world with international-quality luxury jewelry that is manufactured 100% in India. Ultimately and continually, Bapalal Keshavlal seeks to serve Beauty through jewelry.



#### De haut en bas :

Pendentif "Invisible in Jali", diamants taille baguette serti invisible et brillant sur or jaune et or blanc

Bague "Crown", Perle de Tahiti, briolettes diamants, diamants jaunes sur or jaune et or blanc

Bague "Crown", Perle des Mers du Sud, briolettes diamants bruns, brillants sur or blanc