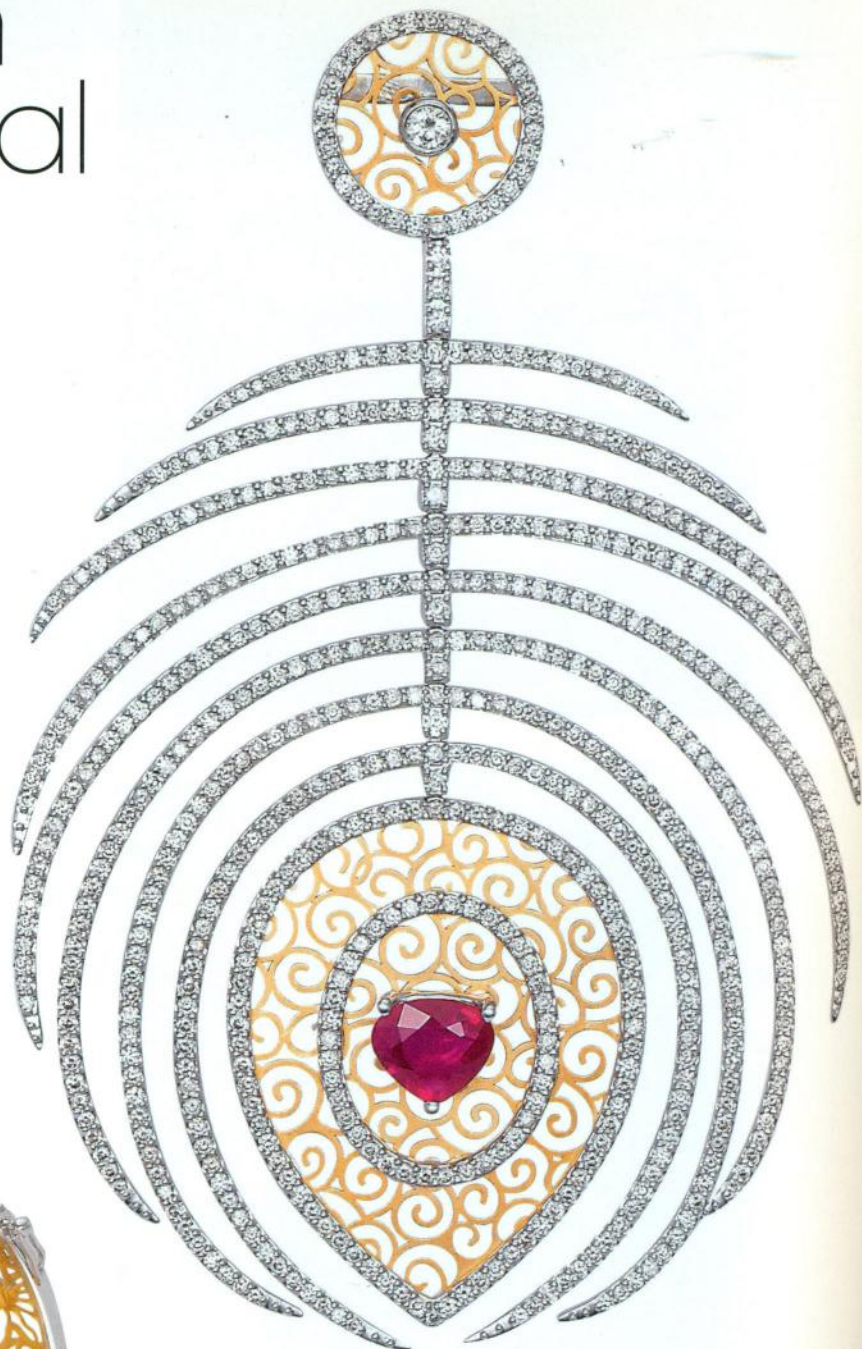


# Auratam by Bapalal

## Cosmic beauty

Enchanting jewellery which captures the imagination thanks to a poetic, sacred and sensuous vision of the many facets of feminine beauty.



**A** sumptuous symphony of seductive, refined jewellery, which wraps the wearer in a luminous embrace of gold and diamonds, enhances her allure and elevates her femininity by means of simple yet thrilling accents. The magic of the Auratam collection has its roots in a philosophical, cosmic, metaphysical vision, an intense, moving interpretation of the female universe as a supreme code

for beauty, purity and perfection. In Latin, Aurum means gold, while Aurat is the Hindi/Urdu word for woman. By blending these two concepts into an enchanting synthesis, created by exploring the infinite possibilities afforded by engraving, mosaics and layering, Auratam breathes life into an idea of luxury rich with echoes of philosophy and poetic revelations. And consecrates feminine beauty as transcendental in its sensuousness, passion and mysticism.





## IT'S TIME FOR CELEBRATIONS FOR BAPALAL

75 years in the goldsmithing and jewellery industry has established Bapalal as the leading Indian company in the sector, and with that comes world recognition.

**B**apalal's collections have a distinct personality and are strongly influenced by the concept of beauty and all its different facets, this is a sign of blind faith in beauty; this is why the symbol representing them is inspired by the cosmos and the origins of the world. Creations by Bapalal manage to blend symbolism and identity inspired by the cosmos and the concept of origin, while successfully combining Indian tradition

with a deep breath of international taste, the result is surprising, always original jewellery borne out of the company's passionate research and extraordinary creative flair. The high jewellery collections are contemporary and give a nod towards the world of glamour, they're aimed at a luxury-loving woman who likes to get herself noticed by means of elegance and refinement. Wearing a piece of Bapalal jewellery is like setting off on an emotional journey to find the meaning of beauty itself, a concept which is

expressed via meticulously detailed high-quality jewellery which exudes appeal, strength and sensuousness, characteristics which together represent his declaration of love to the female universe. All Bapalal's collections are made of 18kt gold and platinum, indeed, the finishing and richness of the materials in some examples are simply breathtaking, such as the new collection showcasing fancy diamonds and the detailed finishing set off by precious drops of brown diamonds, the shapes are curvy and elaborate. Then there are diamond-studded flowers, here one can really see the skill of the craftsmen, skill which has been handed down from generation to generation with love and devotion for the past 75 years.