



EXOTIC AND CLASSIC: JYOTI SHAH'S JEWELLERY

Jyoti Shah

A wife and an excellent mother of two, **Jyoti Shah** has balanced her business and personal life well. She has always wanted to start a business of her own and moving forward with her dream along with her husband **Manish Shah**, started a company "**The Cappuccino Collection**". After 3 years into the company they have made a place in the industry of their own.

Her eye to detail and knowledge of the fashion industry has gotten her to the place she is now. Every piece that is

Floroscent : How did you get inspired to be a Jewellery Designer?

Jyoti Shah : When I was a child, I always saw my mother adorning several pieces of beautiful jewellery and I always dreamt of the day when I too could be able to wear such expensive jewels. However, my dream was far beyond just wearing them, I wanted to create my own pieces and showcase my love for those tiny gems that always added enough sparkle in my life to take my dream to another



designed by her is unique, wearable and most importantly affordable. The range created by her is fine handcrafted jewellery exclusively made with a combination of natural coloured champagne diamonds, blending the creatively with precious stones and pearls in various finishing. Few of her collection are white and yellow gold combination to give very exotic and classic look.

FLOROSCENT is bringing herewith her exclusive interview:

level. My passion for jewellery ever since I was a child is what intrigued me into becoming a jewellery designer.

Floroscent : What are the factors you consider while designing a piece?

Jyoti Shah : Today jewellery is not only about showing a family's financial status. It is much more than that. A person defines her attitude by the jewellery she wears and who doesn't want to make a unique statement? Thus while

designing my products uniqueness is what I keep in mind. I want every product of mine to be as creative and exquisite that the jewellery speaks for itself. In a business like this I have the opportunity to play with my imagination and so I always try to mix different coloured gemstone and diamond combinations but at the same time keeping in mind its price point.

Floroscent : Your Designs are unique and contemporary. Comment?

Jyoti Shah : Yes my designs are quite different because while styling my pieces, I always try to imagine myself as the buyer and make every effort to not make them just a large chunk of gold thrust with diamonds. I don't want my jewellery to be the same as the one my clients saw in the store down the lane or right across the hallway. Therefore I try and innovate them as much as possible by merging the western and Indian cultures thus giving it a contemporary look but at the same time retaining the true essence of Indian jewellery.

Floroscent : What makes you different from other designers?

Jyoti Shah : As a child I was always inspired by fairytales and obviously the beautiful princesses with sparkling tiaras and diamond rings. Thus when I become a fashion designer I used my Disney fantasies to inspire my creativity. I let my imagination run wild and create



diamond quality, price point or even choice of a clasp or hook. We design according to today's fast changing fashions.

Floroscent : What according to you has been your contribution to give jewellery a new dimension for a woman?

Jyoti Shah : Diamonds have always been a woman's best friend. For years jewelry has defined the status and beauty of women in Indian culture. However, the fashions change and so does jewelry. Even though the traditional aspect of jewelry still persists the women of today want something 'modern' and this is what I show in my three collections; the ESPRESSO, the LATTE and the IRISH collections. It is a fusion of Indian and western designs giving them a very different and contemporary look. It allows a woman to wear it with a skirt or a heavily embroidered sari. The jewelry I create is vibrant, full of life, and bold just like the generation of today.

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something worthy of those princesses. I work hard to make my pieces vibrant and extravagant. On a more professional note what makes us different from other designers is that we always welcome client feedback and make it our utmost responsibility to fulfill their needs and requirements in all aspects. Be it coloured gemstones,

Floroscent : Kindly say something about your studio?

Jyoti Shah : Like our brand name 'The Cappuccino Collection' you will see my studio décor like a coffee bar and in our studio we showcase our 3 collection Espresso, Latte and Irish in 3 different sections.

Floroscent : Who are your target audience? How are you promoting your jewellery?

Jyoti Shah : My target audience are the young generation of today. Promotion of your product is the most important step in any business and therefore I give promotion the utmost importance. Cappuccino collection takes part in all the major jewelry shows that take place in Mumbai as well as in towns like Ahmedabad and Delhi. It is through these shows that people become aware about our brand and gradually build trust in us and our product. We also advertise in magazines and take part in the IJW and Lakme Fashion Week with our brand ambassador; Pria Kataria Puri.

Floroscent : In the next 10 years what you hope to achieve?

Jyoti Shah : We want to create a brand which the people remember because of the quality, designing, services and mainly trust. We are also thinking of opening up

internationally and also start selling via e commerce globally.

Floroscent : How challenging is it being a working woman?

When I get good response from the clients and when the same client gets compliments from others, that gives me great happiness and satisfaction.

Jyoti Shah : Being a working woman is not that easy as you have to keep juggling between family, kids and work. However since the work I do is what I love doing I don't mind the extra hours of effort and I always keep it in mind to give equal time to work and family.

Floroscent : Tell us about your success Mantra?

Jyoti Shah : Promotion and marketing at the right time and right place and supporting the same with unique products having great designing quality and services.

Floroscent : What would you like to say to those who choose their career in jewellery designing?

Jyoti Shah : To choose any career you have to have an inner sense of passion for it which will help you strive to achieve the best. Similarly all those who think of choosing jewelry shouldn't believe that it is a piece of cake, it is hard work combined with great artistry skills and creativity. However, if you have a passion for it, it can be the most wonderful job too.

Floroscent : What is your idea of perfect happiness?

Jyoti Shah : When I create a new piece of jewellery and get good response from the clients and when the same client gets compliments from others, that gives me great happiness and satisfaction. **F**

