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Live Life in Color With These Jewels From Bahina Sàrl

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If you're in the market for some color this summer, Bahina should be right up your alley. The Swiss-based company specializing in "fun jewelry" offers an array of designs in bright, cheerful hues and easy-to-wear silhouettes. *Bahina*, Hindi for "two sisters," is a nod to the creative minds behind the company. Sisters Annick Jordi and Noëlle Vieillard-Jordi created the company after much experience in the jewelry and fashion industries: Noëlle, a trained gemologist with a degree from GIA in New York, Annick with a degree from the Fashion Institute of Technology, has studied fashion in Paris.





Bahina's concept of fun jewelry describes its modern and trendy aesthetic. These are carefree, playful jewels indeed. Don't confuse "fun jewelry" with "fashion jewelry," though: These designs contain rich gemstones and precious metals, with a fair range in suggested retail price. The sisters journey to India to scour Jaipur's most colorful, exquisite gemstones; designs proceed based on their finds. The results, as you can see, are carefully executed and well-detailed.





"The most heart-warming compliment we get from our customers is when they tell us that our jewelry is their lucky charm, and they wear it when they need good fortune," says Annick Jordi. As for design inspiration, she says, "Life itself is inspiration enough—especially travelling through India. It boosts our energy level and creativity. We get carried away by its beauty, all the different colors and perfumes."





Designed with the modern woman in mind, Bahina jewels are geared toward the independent self-purchaser who wears what she wants, when she wants, how she wants it. As a part of that target market, I'm pretty compelled. I think this line, with its colorful yet elegant aesthetic, proves that our favorite jewels aren't just for dress-up anymore. They're to mix and match, to pile on high, whether donning a little black dress or denim—or, in recent 2013 fashion, crop tops or jumpsuits. Whatever fashion's flavor of the day may be, jewels are always a must. If they can be bright and bold like these, rock on!

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