

GISMONDI

Hura

The cyclical perfection.



"I have always been fascinated by the fact that the word "Aura" is pronounced in the same way in every single language around the world. It couldn't have been just an coincidence.

After discovering that the word had something to do with the cosmo energy coming in contact with an individual and his soul energy, I expressed this encounter through circles and decided to represent Aura in a collection of jewellery."

Massimo Gismondi,

Chief Designer and CEO Gismondi 1754

Aura

The new Aura collection is characterized by concentric loops, which in the most complex pieces of the collection meet in concave and convex surfaces. A part of the collection is designed exclusively in 18k pink and white gold and white diamonds.

The circles are designed concave on the inside like a fennel, and they represent a channel through which we absorb energy. The external convex loops, represent the way we release the energy after we have absorbed, assimilated and transformed it. This energy represents the unique Aura of each person.





18 kt rose gold necklace with round brilliant cut white diamonds 8,02 carats

18 kt rose gold pendant with round brilliant cut white diamonds 1,47 carats

> 18 kt rose gold bracelet with round brilliant cut white diamonds

18 kt rose gold ring with round brilliant cut fancy brown diamonds 18 kt rose gold earrings with round brilliant cut fancy yellow diamonds





Aura

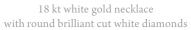
18 kt rose gold earrings with round brilliant cut white diamonds 2,54 carats 18 kt rose gold ring with round brilliant cut white diamonds 1,14 carats



18 kt rose gold bracelet with round brilliant cut white diamonds 13,01 carats 18 kt rose gold earrings

18 kt rose gold earrings with round brilliant cut white diamonds





18 kt white gold bracelet with round brilliant cut white diamonds



18 kt white gold earrings with round brilliant cut white diamonds

18 kt white gold earrings with round brilliant cut white diamonds

Hura

The circle is the expression of life, of the cyclical perfection of the universe and of time which has neither a beginning nor an end.

The second part of the Aura collection is represented by the use of enamel. The five colours: white, rose, pink, black and turquoise add yet another dimension to the characteristic concentric loops.

Adding colour drew into account not only the unique energy of each person but also their mood, what they like or better what they feel like in a given moment. This way the Aura collection was complete.

















Hura

18 kt white gold necklace with round brilliant cut white diamonds and white enamel

18 kt rose gold earrings with round brilliant cut white diamonds and white enamel

18 kt rose gold bracelet with white diamonds and white enamel





18 kt rose gold earrings
with round brilliant cut white diamonds and white, black or pink enamel

18 kt white gold earrings
with round brilliant cut white diamonds and turquoise enamel



18 kt white gold necklace with round brilliant cut white diamonds and turquoise enamel

18 kt white gold earrings with round brilliant cut white diamonds and turquoise enamel



18 kt rose gold necklace with round brilliant cut white diamonds and rose enamel

 $$18\ \rm{kt}$$ rose gold necklace with round brilliant cut white diamonds 3,95 carats and black enamel

18 kt rose gold bracelets

with round brilliant cut white diamonds and white, rose, black or pink enamel

Seven Generations - One Passion



The excellence and expertise of the Genoa based high-jewelry brand renowned for jewelry as art, Gismondi combines centuries of craftsmanship and rich history of design over seven generations. With a meticulous attention to modernity and references to the artisans of the past, it is a perfect link between connecting the memory of a glorious past and enthusiasm for a radiant future.

In Gismondi 1754 jewels the manufacturing excellence of the family tradition combines beauty with the zest and passion of its youngest descendant and current Chief Designer and CEO, Massimo Gismondi.

GISMONDI 1754 BOUTIQUES

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SARDINIA

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ST. BARTH

Diamond Genesis

USA

Neiman Marcus

Saks Fifth Avenue

lesign & photography: Erc

