

THE STARS REALIGN

International Designer **Bibhu Mohapatra** launches an extension of the **Forevermark Artemis™ Collection**



Following the success of Bibhu Mohapatra's debut jewelry line with Forevermark, the **extension** of the versatile **Artemis™ Collection** is now available.

In keeping with the interstellar theme, the extension of the collection will play with three key motifs: the **sun, moon** and **stars**, as seen in **earrings, rings, bracelets, pendants and brooches**. A central Forevermark diamond emerges as the definitive, cosmic element in each design. The extension intricately mixes yellow and white gold to create a classic style statement.

Sachin Jain, President, Forevermark India said, "We are pleased to present the extension of the Artemis™ Collection designed by Bibhu Mohapatra who seamlessly blends the sensibilities of the East and the West. These elegant pieces go beyond traditional Indian jewellery and yet retain an heirloom value. Forevermark diamonds are amongst the rarest and have been formed over millions of years. Less than one percent of the world's diamonds are eligible to carry the Forevermark inscription. These diamonds are said to be as old as the sun, moon and stars, so this collection has a powerful story to tell."

This Artemis™ collection is for the evolved woman who appreciates fine jewellery. She believes these pieces are not merely for decoration; they represent a state of life together, allowing her to feel confident and empowered.

On the occasion, Bibhu Mohapatra, Designer says, "For me, diamonds have remained mystical, empowering and tell stories of their own. It has been an enriching experience to work with Forevermark and channel the DNA of my style with beautiful, rare and responsibly sourced diamonds. I'm happy to announce the extension of the Artemis™ Collection that will debut exclusively at Sawansukha Jeweller in Kolkata. The line is inspired by ancient vedic rites, retains inner balance and



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outer strength. With Forevermark's commitment to ethical practices, I hope to continue our fruitful relationship.”

Siddhartha Sawansukha, CEO and Head of Design at Sawansukha Jewellers says, “Every jewellery tells a story of love, passion and emotions that forms the core of a woman’s life. We at Sawansukha believe in capturing those emotions by having collections and designs at our store that are beyond best for the most discerning customer. It gives us immense pleasure to be an extension to the Forevermark family and have this beautiful collection – Artemis™ at our store. We absolutely adore the extension line created by Bibhu Mohapatra and are excited to offer this range to our clientele here in Kolkata.”

The extension of the Artemis™ collection comprises of 44 pieces and will be **available exclusively at Sawansukha Jewellers, Kolkata: 9, Camac Street, Entrance Pretoria Street. Kolkata – 700017**

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Notes to Editors:

ABOUT FOREVERMARK

Every Forevermark diamond undergoes a journey of rigorous selection. Our unique inscription is an assurance that every Forevermark diamond meets the exceptional standards of beauty, rarity and is responsibly sourced.

FOREVERMARK DIAMONDS ARE BEAUTIFUL: BEYOND the 4C's

Forevermark goes beyond the standard 4Cs to select diamonds that are among the most beautiful in the world. Assessing the inherent quality of the rough diamonds, the quality of the polished, Forevermark also applies cutting and polishing standards far stricter than the industry norm.

FOREVERMARK DIAMONDS ARE RARE

Less than one percent of the world’s diamonds are worthy of the Forevermark inscription.

FOREVERMARK DIAMONDS ARE RESPONSIBLY SOURCED

Each Forevermark diamond is responsibly sourced and embodies our principles of integrity, opportunities for women and our dedication to protect the natural world.

The inscription is an assurance of the physical integrity of our diamonds throughout their journey, as well as the conscientious integrity with which we run our business.

Invisible to the naked eye, the inscription is made using bespoke technology from The De Beers Group of Companies. Featured on the personalised Forevermark Diamond Grading Report which comes



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with every Forevermark diamond, the individual identification number inscribed on each Forevermark diamond is just 1/5000th the width of a human hair. It can only be seen using a special Forevermark viewer at Authorised Forevermark Jewellers.

ABOUT SAWANSUKHA JEWELLERS PVT. LTD.

Hailing from Bikaner in Rajasthan, The **Sawansukha's** have been traditional diamond merchants for nearly 200 years. In the early 1970s, the first seeds of business were sown by **Mr. Rupchand Sawansukha** in Kolkata. Their chapter begins in 1995; the first showroom was inaugurated in Kolkata with an idea to redefine fashion trends in the form of jewellery. In 2005, **Mr. Siddhartha Sawansukha** took up the reigns of the jewellery business.

Since its commencement, **Sawansukha** has been a pioneer in designs and quality as every product is crafted to a standard of excellence. The company has become known for its **Eight Generation Trust** and **Designer Creations** ranging from original international-style diamonds Jewellery to exquisite traditional gold sets and jadau pieces. The company has made a significant journey so far and fashioned a brand of its own.

Sawansukha Jewellers has been honoured with **19 National Awards** in the jewellery industry. Sawansukha got selected as one of top ten Indian Jewellers by FICCI for Emerald for **Elephant Show** in 2011. Selected by Forever mark and created a piece for the "**Indian Red Carpet Collection**" for **OSCAR 2012**. Supermodel Karolina Kurkova adorns a Diamond Vine Ear Cuff by Sawansukha at **Oscars' View Party 2014**.

Sawansukha Jewellers has also conceptualized and initiated the **Sawansukha Institute of Gemology & Jewellery Design (Trust)** in 2010 to impart design and technical skills to young aspirants. To further its commitments to developing Designer Jewellery Sawansukha launched the annual "**Designer Ki Khoj**" programme to unearth young talents from Eastern India for the Jewellery and Fashion business. For the Development of the society an initiative has been undertaken by a house of "Sawansukha Group" known as "**BACHPAN**" to promote education for the under privileged children.

Sawansukha Jewellers has its corporate office in Kolkata and 4 showrooms in Eastern India. The company is also having a corporate office in Mumbai.

