

### FASHION

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### SASSY +co.



### **EDITOR'S NOTES**

Our latest issue is one that stays true to our central focus on all things Fashion. However, at Sassy & Co Magazine we are passionate about empowering emerging fashion designers worldwide. It's only natural that we wish to share information that is beneficial to this cause, including some weightier issues that are of topical relevance.

It's a unique blend of content that shapes our winter edition of Sassy & Co Magazine. It's a jubilant celebration of exciting new talent that is enhanced by articles that pay due attention to the important factors that affect us in society - and, in particular fashion enthusiasts.

We hope you enjoy reading it as much as our team did in creating it.

Joy Duca Editor-in-chief











### EQUAL IMAGE SALON

Equal Image Salon Balmain is a welcoming salon located in the heart of Balmain. We are a small Boutique Salon that's able to offer the ultimate one on one experience. Equal Image Salon specialises in the latest trends from colouring, precision cutting, and various balayage techniques.

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# EATURE 6 SASSY AND CO

# DESIGNER SPOTLIGHT: HASMIK

Hasmik Danielyan has always been interested in harmony and in finding ways to weave looks together, blending and enhancing styles until the result elicits an emotional reaction. Her passion is to design timeless, feminine, and elegant looks for women who want to turn heads.

Hasmik feels that every woman should feel that her clothes elevate her refinement, allure, and confidence and she has this in mind as she is designing every piece. She likes to envision that the clothes she makes might be passed down through generations like people have done throughout history with truly special attire that carries a memory. She prefers clothes that defy trends and whose style and quality possess longevity. She hopes that her customers see the purchase of one of her garments as an investment rather than an impulse buy. She designs each unique piece from her sunlit atelier in Alicante, on the beautiful Mediterranean coast of Spain. There, she feels comfortable and free to release her ideas and inspirations, and transform them into Analogias designs. She considers all steps significant in the production of her products. She is in close communication with her sewers and trust that each piece will be made with the attention and tenderness it deserves.

Sassy & Co magazine recently caught up with Hasmik to discuss her journey in the fashion industry and here's what went down:

### Can you tell us more about what inspires you to be creative?

With the birth of my daughter came my greatest inspiration, Her entrance into the world gave me a newfound sense of connection and the desire to express it through fashion. I grew up in an artistic household, surrounded by all manners of art and expression and this formation can be seen in my designs.

The new presence of my beautiful daughter acted as the ignition of my vision. I suddenly felt impelled to design special clothes for her and for me, clothes that knitted us together even further. In the beginning, I did it just for us, to represent the intimate bond we shared externally, through color and texture. Clothes that I hope express my artistic vision of luxuriousness, sweetness, and the joy of having my little girl.

Seeing my daughter beside me, dressed as my little twin, gave me a sense of playfulness and joy. As we walked down the street or went about our day in our matching frocks, I noticed the charming looks of strangers. I saw smiles and looks of curiosity. People would approach us with tenderness and tell me how lovely and united we appeared. My designs even struck a chord with women who weren't mothers. That is when I had the idea to make the experience available to everyone, and Analogias was born.

### What do you like most about being a designer?

The creative process ...every time I start to work on a new collection, the inspiration, and the final results seems so compelling...when you start on the mood board you yourself don't know what will come out, the flow of the ideas seems extremely exciting.

DESIGNER

"Fashion is a chain work, we can't function by ourselves because there are so many people behind every project."

### Downside to being a fashion designer?

There isn't. I adore my work and I put all my passion into it.

What has been the most memorable experience of being in the fashion industry so far?

I highly appreciate highly human relations so for me the most memorable experience is the privilege of meeting GREAT people.

### Who have been the most interesting people you've met so far?

Fashion is a chain work, we can't function by ourselves because there are so many people behind every project so I can't single out one person, I have met so many professionals in different fields that have continuously been the source of inspiration for me. It's the people I work daily with.

What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

I suppose in every field to make your own way you need to have consistency and perseverance.

### Is your family supportive of you being a fashion designer?

My family has been supportive throughout the whole journey. I think without their support I wouldn't have reached where I'm now.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

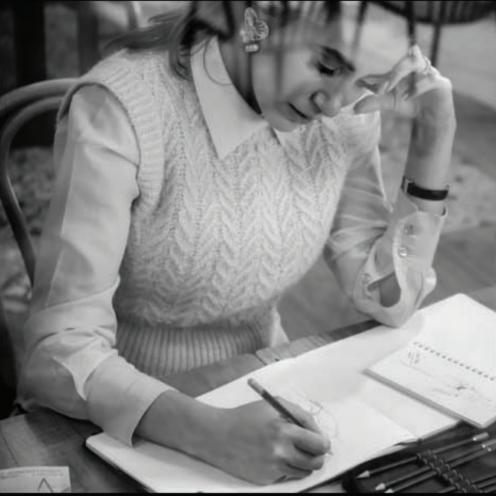
Obviously, you make a lot of errors along the way but that's the only way you LEARN...so I wouldn't change anything. I appreciate my life lessons.

### What is the best advice you have ever been given?

From my mother: To achieve something, you need to wake up early and go to be late. Hard work is the key to success.

What are your future plans? Inside your career or out of it.

Obviously to expand my brand Analogias internationally.







8 SASSY AND CO



# DESIGNER SPOTLIGHT: MEIYU

Meiyu Song was originally born in China, but grew up in Japan – she's Korean Chinese. She moved to London in 2012, studied for 6 years in Central Saint Martins and she just graduated from University, She's an emerging designer to watch out for in 2021.

Sassy & Co recently caught up with Meiyu to discuss her brand and here's what went down:

### How did you get into the fashion industry?

My mum was a fashion designer. So since I was young, I was always interested in fashion and arts. She recommended that I go and study in Central Saint Martins which I think was the best decision I ever made.

### What do you like most about being a designer?

I think being a designer means you can express your feeling and conviction not just by words also by work. Often, I found it's difficult to tell everything by words to other people so I think this is the best way to express who I am.

Also, of course, I'm simply just enjoying the making and designing process. All of my stuff is hand made so the process itself will take a really long time. It could be physically very tiring but mentally feeling good once it's done.

### The downside to being a fashion designer?

Long work hours. I think it will depend on what kind of designer you want to be. Personally, I like designing both textiles and silhouettes by myself. I don't really like using already existing designs. So I make everything from scratch which will be a long process.

I understand why fast fashion exists but I want to create the trend, be a real designer not just copy other people's work. So although it's a long process, I believe it's worth it. I also believe that each collection's concept is very important. Of course, fashion is about the visual so I need to make it visually beautiful and interesting but at the same time, if there is no meaning (concept) behind it, it will be so shallow and meaningless. We, designers can use our collection to send other people messages so why not do so?

Another downside will be the people. Honestly speaking not everyone in this industry is nice. It's a very competitive industry so sometimes you have to deal with mean people. When I was a young teenager I thought "The Devil Wears Prada" was just a film so they over-exaggerated the fashion industry but soon I realised that they really didn't. Actually, the director was being very generous.

### What has been the most memorable experience of being in the fashion industry so far?

My whole time in CSM. I saw how much people work. How passionate people are. It's quite scary to know that it's so normal to work 3 days without sleep before the deadline. Also, during my BA course (3years) except for a long vacation, I only went out with my friends or family about 5 times? I spent every single minute on my textiles and fashion.



### DESIGNER

Another thing will be London Fashion Week. I was an intern for APUJAN a few years ago. On the actual show, that was so busy and so many things going on. That was definitely a great experience.

### Who have been the most interesting people you've met so

Alice Wellbeloved. She was my tutor for the short course and foundation course. She works for high-end fashion brands such as Sonia Rykiel. She is a super energetic, lovely, and clever person. At the same time, she is very honest and says things in a very straightforward way. Some people say she is harsh but I absolutely loved it because she is always on point and it's very easy to understand. Also, I didn't pay for going to school to make friends with my tutors. What I needed was someone who could push me and make me learn things. I completely trust her; even when I did my Master's course I used to contact her.

Although she wasn't my tutor anymore she did give me so many important suggestions, opinions and helped me mentally. I was also her assistant tutor for Central Saint Martins' summer course. She was a really nice boss as well. I just simply learned so much from her.

Another person will be Derek Lawlor. I did an internship for him. Although, we have totally different styles. I love colours. My collection is always full of colours but he tends to use black and white only.

However, I learned a lot of things from him and he was a very nice and kind boss. Not only did I learn a lot of skills from him, but he also did answer all of the questions I was curious about.

Right before the fashion show, I had to do a bit of overtime working but I was very happy to do it. He is kind of the boss who makes you feel you want to be part of his team and make the collection better and better.

What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

DIY skills. Not sure about other schools but CSM is definitely not the place to learn "skills/ techniques". They make you think. Make you learn by yourself.

In this industry, I learned that nothing is impossible. Just DO

### Is your family supportive of you being a fashion designer?

As I mentioned before because my mum was a fashion designer, my family is very supportive. I also have a lovely supportive husband. Without their support, I couldn't do it.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

Probably, I will do more internships. Unfortunately, most of the UK fashion brands don't pay intern students but you will learn a lot from them so I think it's definitely worth trying.

### What is the best advice you have ever been given?

Never give up. Nothing is impossible.

What are your future plans? Inside your career or out of it.

I want to work for few high-end fashion brands for a few years first then make my own fashion brands.











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### COVER

Like many successful high-profile fashion designers, OOGII's career has had a lot of highlights. For example, she got the chance to collaborate with Germani Jewelry to create a range of products for weddings. In addition, her high-quality designs have received positive comments from several customers. One of the most memorable feedback she has ever received was from footballer named Robbie Farah. Robbie gave her a really good review because he was impressed by the comfort of the shoes she makes. Fashion has also paved the way for her to meet a range of interesting people. For example, at a function celebrating International Women's Day, she got to meet influential designer Carla Zampatti which is still one of the highlights of her career in fashion.

OOGII believes that the fashion industry can be difficult for people to get into. There are several things that designers need to learn before they can actually start making money from their designs such as learning to limit their production costs. You also need to have a realistic idea of how many products you'll be able to sell while using the best materials. For example, OOGII uses sustainably farmed snake skins to create her shoes. By mastering this aspect in her business, OOGII has made it easier for her to produce more high-quality shoes at a comfortable pace. Despite her rapid rise to success, she hasn't lost sight of the most important things in life. OOGII admits that she has been fortunate enough to get plenty of support from her friends and family. Her family and fiancé help keep her grounded and ensure that she continues to stay true to her values and beliefs.

Crossing from journalism to fashion has enabled OOGII to travel to many new places and meet inspiring people. Now that she's on a roll - she has no intention of slowing down. She wants to start designing her own clothing label soon, as well as creating multiple new products. Brace yourself Australia, because OOGII is soon to take the Australian fashion scene by storm!



STORY













### EMERGING DESIGNER SPOTLIGHT: MEET ISLA

Isla Campbell is the designer and maker behind Studio\_icamphell

Studio\_icampbell is a small and sustainable fashion studio based in Cornwall. Her core principles are to produce high-quality garments designed with the functionality of workwear whilst upholding style and comfort, and she deliberately designs and develops her garments with time, care and consideration.

She's inspired by the natural world and the people she meets to produce artistic yet functional workwear.

Her designs start as simple line drawings in a sketchpad, then morphed into patterns laid out on linen, in such a way as to minimise material wastage. When meticulously cut from the cloth and sewn together, these garments, made to last, may begin their life full of love and adventure outside the studio. The sustainable fabrics and earthy colours that she chooses are particularly important to her work as they inform her design process.

When you buy a piece from Studio\_icampbell you can be assured of the quality and sustainability of my practice. The nature of the fabrics is such that it will change with time to embrace the uniqueness of the wearer's body and its movements. So, as you live and change so too can your clothes. In this way, your clothes gather your life stories and become more fitting, more 'yours'.

As another important element of her sustainable approach to designing workwear clothes, Studio\_icampbell offers a bespoke mending service where you can bring your favourite pieces back to where they were made to be mended.

Sassy & Co magazine recently caught up with Isla to discuss her journey as an entrepreneur in the fashion industry and here's what went down:

### How did you get into the fashion industry?

Since GCSE's I have always known that I wanted to be working with my hands and so I did work experience in both Interior Design and PR for Fashion Brands, working in the behind scenes of fashion I was able to go and work at LFW on three separate occasions. It was there that I saw the team of sempstress' sewing before the show that I knew then I wanted to be the one making the garments.

### What do you like most about being a designer?

Being able to design clothes that I myself would wear and then seeing these 2D sketches come to life when created in a unique fabric.

### The downside to being a fashion designer?

The downside is that it really never stops, I love keeping busy but as this is my own business there is always something to do...especially the business side and making sure that everything will run smoothly.

### What has been the most memorable experience of being in the fashion industry so far?

Definitely when I went to Amsterdam having differed a year of uni after my second year to intern for 8 months for the couture designer Iris Van Herpen.

### Who have been the most interesting people you've met so far?

Other creators, I believe that collaboration is an integral part of my process and so I've worked alongside a number of really creative designs to create something totally unique.

What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

To trust yourself, that everything is a risk, whether it's buying a roll of fabric for £200, it's super important to know that no matter what you'll make it work. And also to keep going, no matter what!

### Is your family supportive of you being a fashion designer?

My mum and sister and brother are very supportive. My sister actually just got engaged this morning and she's asked me to make her wedding dress.

### If you could go back in a time machine to the time when you were just getting started, what would you do differently?

I would have looked for my own shop from the start, and also do a business module...but there's still time for that.

### What is the best advice you have ever been given?

From my experience in Amsterdam, I was told to never be scared to ask questions or ask for help.

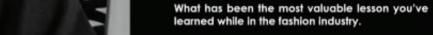
### What are your future plans? Inside your career or out of it.

With this upcoming new shop, I hope to make a name for myself as a slow fashion Designer in Cornwall. I would really like to move more into creating unique bespoke clothes that are made to measure and continue to explore sustainable fabrics. I also really want to move into menswear clothes as most of my designs and fabric choices are gender-neutral.





"One of the most interesting facts related to fashion designing is that you always have a chance to create something new, and something more creative which can be totally different from others."



One of the most valuable lessons that I have learned from life is to make the best of what I have! We have to love ourselves. Believe in ourselves and have self-confidence. Because when you create something, you will face various ideas and behaviors. Some people ignore your work and ideas, and some adore it. So don't care and just follow your dreams. From my perspective, when you respect your ideas and your dreams, after a while, people will start following your thoughts too.

The downside to being a fashion designer?

Actually, I do not see any downsides to being a fashion designer. However, it is worth mentioning

that regarding the high competition of this field, you always need to upgrade your fashion information, and that is what I love about it.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

Well, if I could go back to a time machine, I preferred to study fashion at the university instead of law since during adolescence, I had much more free time, and it was easier to follow my dreams and achieve my goals.

### What is the best advice you have ever been given?

Live your life the way you want; you just live once, so do what you want and follow your dreams. Do not forget to Love yourself.

### What are your future plans?

I believe that my characteristics, such as assertiveness, flexibility, commitment, and a spirit of teamwork, could help me through this journey. I know that I have the potentiality of being one of the bests in my field in the future, and there would be millions of people who use my innovations all around the world. I've planned to have my own fashion academy and sewing workshop to support people interested in working in this field because I have faced many people who took related courses but did not know how to start and find a suitable market for their sketches and works. Therefore I planned to have my own academy to help them from the beginning of the way and providing their market in my place and all the support they might need.

# NAZANIN

Mersi Nazanin is an emerging designer who hails from Istanbul, Turkey. She was originally from Kerman, which is a small city in the south of Iran. Growing up, the sight of admiration towards people who devoted their lives to give humankind the privilege of living in peace and dignity inspired her to pursue her academic studies, so she graduated with a master's degree in Criminal Law. Moreover, she has written two books in Persian, Due to her creative imagination and great passion for artworks, she has started painting her ideas since her childhood which led to holding an exhibition in Iran; however, it did not fulfill her dreams. That's when she decided to attend a Fashion and Accessory Design Course, which was the first step towards her professional life in the fashion industry.

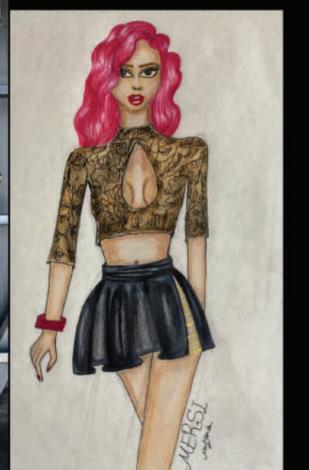
Sassy & Co magazine recently caught up with Nazanin to discuss her journey in the industry and here's what went down:

### What do you like most about being a designer?

In this field, there are many opportunities, which means you can create a unique career path. Actually, it is the ability to create a vision with your own hands. In my opinion, one of the most interesting facts related to fashion designing is that you always have a chance to create something new, something more creative which can be totally different from others.







### inter Skincare

Our skin reacts to the environment we are in. I've worked with heavy acids and alcohol. These are the ones that should be hundreds of women over the years and one of the things I discovered is that not many people change their makeup and skincare seasonally.

It's great practice to get into the habit of switching up your key products according to the seasons. As a model, products and layers of heavy makeup are applied on the daily. One of the top priorities for you should be a consistent regime to maintain the perfect complexion.

Below are five helpful tips to help save your skin:

### More Sunshine = More Sunscreen

Get into the habit of using an SPF daily, as Aussie sun is extremely damaging. Whether that be swapping out your foundation for a finted SPF, or adding a layer of sunscreen as your primer. To avoid issues with pigmentation, loss of collagen, elastin and accelerated signs of aging - always use an SPF30+ when outdoors, SPF 50+ for added points of protection.

incorporate a consistent sunscreen routine into your beauty regime. If you have pigment/melasma concerns, serums that are high in Vitamin C, Niacinamide or Retinol are great options DON'T: Go overboard with the rest of your makeup when for daily treatment.

### **Detox More Frequently**

Wearing more sunscreen, and sweating from the crazy humid Aussie days, means our skin takes a heavier beating. Always amp up your cleansing and detoxing regime. Ensure you are doing deep cleansing masks or treatments once a week, on top of your daily double cleanse at night with your preferred About Kim Barry: cleanser (Kaolin clay masks work great, or oxygen activated products are the new rage at the moment]. Sunscreen absorbs While assisting multiple artists, Kim has also worked for Mecca

drainage and are a cheat way to achieve a glowing complexion within one session. I would highly recommend a facial with a reputable skin clinic with every change of season, that way you are always staying on top of your skin needs.

### **Don't Forget Your Toner**

When toners first came onto the market, they were laden with Chantecaille, Hourglass, and Stila.

used sparingly, and even avoided!

Hydrating, cleansing toners on a cotton pad as a last step of your cleansing regime will always show you how much makeup and cleanser you didn't take off (our hands only take off 60% of our makeup, scary times!). It's so important that we have clean skin before any moisturizer is applied. Toner also helps your serums, and creams penetrate deeper into the skin, so, therefore, you don't have to use as much cream as you think you

### DO: keep your lipstick texture in mind.

If you're prone to dry lips, opt for creamy formulas, or sheer glossy lipsticks (and be sure to exfoliate your lips beforehand). That way they will fade to a soft tint over the evening. If you don't feel like touching up over the evening, reach for the punchy mattes and keep the colour within the edges of the lip line. Remember, you don't need lip liners with matte liquid lipsticks! Still afraid of the bold? Make your lip more wearable by using your finger as the applicator. Then using the tip of your You can easily doage pigmentation concerns when you ring finger, softly diffuse the colour around the lip line, creating more of a stained effect.

### playing up the lip.

Keep the rest of the complexion clean and sophisticated. Meaning, you should keep your eyes softer to bring more attention to the gorgeous bright lip. Opt for bronze shadow. That way you are bringing attention to one area of the face, this is how you create balanced makeup.

deeper into the skin, thus cleansing has to be incredibly effec- Cosmetica, in both management and artistry for the last six years. With a strong background in skincare teamed with luxury makeup, she has earned a reputation for creating the perfect, Facials are a great way to eliminate toxins via lymphatic photographic complexion. Clients and productions Kim has worked for and collaborated with include; Mercedes Benz Fashion Week Australia (runway), Best & Less (TVC), Keno (TVC), SBS Australia (film), Masterchef (television), Packed to the Rafters (television), Vogue Living Australia (print), Cosmopolitan Magazine (print), American Apparel (print), General Pants (print), and more. She has also worked alongside several international makeup artists for brand events such as By Terry,

INDUSTRY

TEN FREE AND CHEAP WAYS TO STAY

## PERIODICAL PROPERTY OF THIS WINTER

By: Maddy King

When it cames to getting fit and healthy, life can get expensive. So here are a few of my favourite free and cheap ways to stay healthy this winter.

### 1. Hot and cold showers

Run a warm shower, then cold, warm again and finish on cold. This is wonderful for our overall health as it improves circulation which helps the whole body by getting the blood and nutrients to all the cells in the body, it helps activate the lymphatic system to help remove toxins, improves will power, our immune system, great for recovery, as well as wakes you up in the mornings. Strangely enough, it also helps some people sleep too!

My favourite fact that I've learned is that it helps make you happy. Cold water activates temperature receptors under the skin that releases hormones such as endorphins and adrenalin.

### 2. Greens powders

This is my favourite multivitamin. Greens powders are made from real vegetables and whole foods. They are full of natural vitamins, minerals, and natural phytonutrients that our body can easily absorb. A lot of supplements are made synthetically in a lab and although they can help, natural options are always my go to first.

### 3. Detoxing beverages

I like to wake up with cold or hot water with fresh lemon, cayenne pepper, and apple cider vinegar, it gets the system moving.

Instead of sugary drinks, make ice tea with herbs. To make herbal teas therapeutic, I like to get in three-plus cups in a day, this isn't always easy so a great way to get them all in during summer is to make a big jug and put it in the fridge or your water bottle. Fresh herbs or teabags work well together.



Instead of sugary drinks, make ice tea with herbs. To make herbal teas therapeutic, I like to get in three-plus cups in a day, this isn't always easy so a great way to get them all in during summer is to make a big jug and put it in the fridge or your water bottle. Fresh herbs or teabags work well together.

### 4. Breathing techniques

This is something I teach every client.

When I was first told to do breathing techniques I thought, why do I need to learn to breathe? I already know how to breathe!

How wrong I was.

Breathing techniques have endless benefits for the body and help every system in the body.

Through the breath, oxygen reaches every cell in the body, our cells are also able to release toxins on the way out too, it can be very powerful work.

So what's an easy way to start practicing some breathing techniques?

Taking the time to sit and relax. Take 10, slow and deep belly breaths. Breathing in and out of the nose. Making sure to expand that belly and breath out slowly too.

You can do this when you wake up, before you sleep, before you meditate, on a bus or anytime!

### 5. Salt therapy

Ask any surfer or most people who have grown up near a beach about the benefits of an ocean swim after a few drinks the night before.

Ocean water has high amounts of minerals including sodium, chloride, sulphate, magnesium, and calcium. So why not jump in the sea for a swim to improve your mood and health for free!

### 6. Those unused shower brushes

You know those big bristly brushes that hang in most people's showers but never get used. Well, use them!

They are a fantastic way to get the lymphatic system moving and help your body remove the rubbish. The easiest way is to brush towards the heart, and don't forget the bottom of the feet. They really do get your skin looking better.

### 7. Move and sweat

Whether it's via exercise, movement techniques or any type of sauna, traditional or infrared. Moving the body and sweating helps to break up blockages, get the energy and blood flowing and removes toxins.

Many traditional cultures have been using sweat lodges for centuries and still do, there is definitely something in it.

### 8. Baths and buckets

Using a bath and adding herbs, herbal tea bags, Epson salts or even organic fresh flowers can make a wonderful relaxing and detoxing option. Don't have a bath? Easy, use a bucket, add cayenne pepper and pop your feet in!

### 9. Meditation

While we sleep our mind still works, taking the time out during the day to give your brain a little rest can work magic, especially for our nervous systems. It's simple, free and painless.

There are also some amazing free apps, websites and YouTube videos to help you get started if you are not quite sure where to start.

### 10. Self-abdominal detox massage

And lastly my favourite. I now teach all my clients self-techniques to rub their own tummies, in most massages everyone avoids the belly... yet it's so powerful and a wonderful way to detox.

Slow, gentle spirals starting from the belly button, in a clockwise direction are a great way to start as a beginner. To learn more stay tuned on my website for free tutorials coming soon.

### About Maddy King

International Model, Maddy King started her modeling journey at the age of 14 after winning a Dolly and Supre Competition. Since then she's worked for brands like David Jones, Kmart, Big W, Best and Less, Running bare, & Toyota to name a few. Her favourite modeling job was for Crystal Cruises where she was flown to Mauritius to cruise on a 6-star boat from Mauritius to Broome for 10 days while she shot their advertising campaign. Her career wasn't all roses though, with her having a unique health challenge at the age of 19. Through her investment in learning from the best health practitioners, she has since dedicated her life to helping people as a nutritionist, Chi Nei Tsang practitioner and breathing coach who has a specialty for understanding how to heal gut health issues, adrenal fatigue, skin issues and female issues such as UTI's, thrush and rebalancing hormones.







Germani Jewellery has been established as an Italian brand in Australia since 1985. It became a household name for fine jewellery when it became an exclusive sponsor for the national TV show, 'Sale Of The Century' from 1988 to 2001.

Germani's extensive experience in creating distinctive, cosmopolitan, unique and exquisite jewellery is evident as he was awarded the prestigious Diamond De Beers Awards, designed and manufactured fine jewellery for the Saudi Royal Family, Queen Noor of Jordan, the Duke & Duchess Of Wellington, Elizabeth Taylor, Princess Diana and other well known international dignitaries around the world; thus gaining him international recognition.

Germani houses a huge range of quality, coloured gemstones and loose diamonds sourced from Belgium, Switzerland and the Far East. Customers can enjoy the luxury of purchasing directly from the wholesaler and having the jewellery made in-house. Each design is iteratively reworked until it fits the customer perfectly.

Prices are extremely competitive due to the magnitude of Germani's operation.





