

A publication for upcoming and established models and professionals

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AUG 2021

ZULEYHA
OZGEN

INTRODUCING ONE OF
THE DESIGNERS TO WATCH
IN 2021

MEET ERICK A.
LE MOS

AN UPCOMING
DESIGNER YOU
DEFINITELY NEED
TO KEEP AN EYE ON



LUX FASHION

IN PICTURES: SEE ALL
THE PICS FROM THE
LUX CRUISE FASHION
SHOW - A ONE-OF-A-KIND
FASHION EXTRAVAGANZA
INSPIRED BY VICTORIA'S SECRET

GET TO KNOW
Kristina
MENISSOV

FASHION

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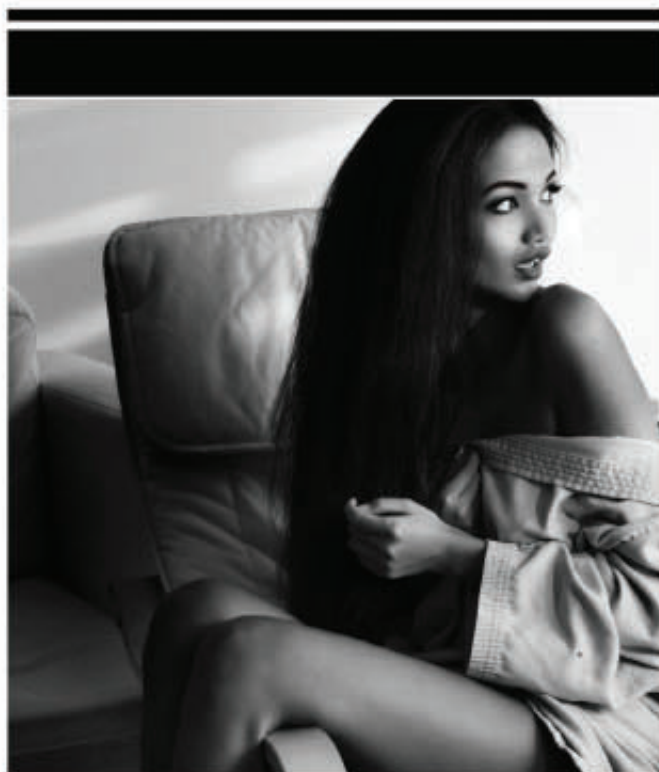
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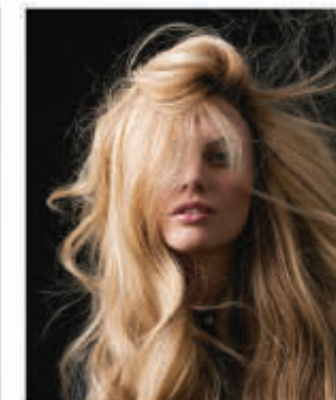
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EDITOR'S NOTES

It has been nearly 3 years now since we released the first ever issue of Sassy & Co Magazine and I want to both share a couple of thoughts, as well as wish you all the best for 2021. Firstly, I want to thank the great people behind Sassy & Co Magazine who are tirelessly working behind the scenes to ensure that our magazine and website is in tip top shape. You should all be proud of the significant contribution you make to the overall Sassy & Co business. Like any business there are, of course, ways we could improve. Working together, I am confident that we can elevate Sassy & Co Magazine to an even higher level this year. I'm definitely looking forward to working with you all again for the remainder of 2021, and for those of you who just came back from a break, I hope you enjoyed some much needed quality time with family and friends. God bless.

Mike Ilagan
Associate Editor



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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DESIGNER SPOTLIGHT: LARISSA

Lampitelli

Larissa Lampitelli was originally from New York and her passion for clothing started at a young age when she began working in a specialty shop that carried beautiful, luxury lingerie. She quickly recognized the exceptional quality that these products had and developed a deep appreciation for this form of precision and craftsmanship. She found that this is where her love for lingerie began.

She studied at the Fashion Institute of Technology and worked as a designer for a licensing sleepwear brand for years. She recently started her own namesake brand – Larissa Kate Lingerie. The line features ethically handcrafted lingerie for the modern woman seeking luxury and individuality. She believes that women are a work of art therefore their lingerie should be too. With a strong commitment to providing women with self-empowerment, she has proven to her loyal following that lingerie can be for them to assist them in feeling beautiful inside and out.

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

How did you get into the fashion industry?

When I was young I worked at a specialty shop that carried silk lingerie and organic soaps. I was quickly drawn to these types of unique products, specifically clothing, and became interested in the story of each garment; Who made it? How was it made? Is it an ethical piece of clothing? All these things are a reflection of what you stand for and what you wear can become an extension of your personality. As a result, I studied design at The Fashion Institute of Technology and specialized in Intimate Apparel. I love the challenge of working with a small, delicate canvas and making pieces that are unique and versatile and the one wearing them.

What do you like most about being a designer?

I love creating! Being able to conceptualize a clothing idea and then the process of making it come to fruition is very rewarding. The process can be time-consuming and tedious, but when you are doing something you love, it can become quite therapeutic. It's icing on the cake when a consumer is drawn to a piece I've made and decides to buy it.

The downside to being a fashion designer?

For me, it would have to be the business side of having my own company. I am very creative so for me to sit down and crunch numbers isn't always fun. The cost of production can be daunting as well – I might have a few ideas and products I want to release but will have to scale down once I realize just how much it will cost for each idea.

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

My most memorable experiences would probably be all the pop-up shops I've done in New York City. Hustling and trying to get my product in front of as many people as possible. Ranging from having pop-ups in bars, the bottom of a mattress store (lol) to eventually joining another brand and selling for a summer at a storefront in SoHo. I now sell to specialty boutiques that appreciate ethical fashion and mainly on my website, but I still love joining a group of artists for an occasional pop-up and meeting new people.

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

I love meeting other local small business designers who are in a similar boat as me. Sharing ideas with them and being able to support each other means we all win!

I also love meeting my customers and seeing people in the clothing I make. When someone likes a product to the point they have to wear it out of the store brings me happy tears.

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

Push yourself to step outside of your comfort zone. I am an introvert at heart, so it's important for me to push myself and get out of my comfort zone to better the brand, excel, and also grow as a person. It's important to not worry about what other people think of you. Go with your gut and follow your calling.

Is your family supportive of you being a fashion designer?

Yes, my family has always been supportive of my dreams. They used to worry about me not having the security of a corporate job but once they saw I made a few sales and it was more than a hobby for me, they were in my corner.

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

I would say to intern for your dream company because that will most likely result in a foot in the door. I also think networking is key, you never know when or where a person you met along the way will be able to help you in your career later on. I remember I pushed myself to talk to one of my ideas at a fashion trade show and that resulted in her recommending me for a job.

What is the best advice you have ever been given?

Keep hustling. You have to do everything it takes to make the dream happen. Keep emailing those buyers, pushing your product, and make it happen! No one is going to hand your dreams to you.

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

My passion right now is my clothing line – Larissa Kate Lingerie. This past year has set my production back a little but my goal is to keep growing my business. I am currently working on a sustainable, size-inclusive new collection that's made in the USA.





FEATURED DESIGNER: ERICK A. Lemos

Erick A. Lemos is a fashion designer who hails from Santo Domingo, Dominican Republic. At a young age, he has always been very curious. He has always liked creating things with his hands and experimenting in all branches of art itself. His first introduction to the world of fashion was in 2012 when he saw a Comme des Garçons show and since then it has been an adventure. But in 2017 was when he got his big break because he was able to break into the fashion industry after working backstage at various fashion shows and appearing in several editorials for magazines.

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

What do you like most about being a designer?

What I enjoy the most is the creative process behind a collection, researching and creating everything from scratch, like textiles and silhouettes. Also, the connections that can be made in the creative industry.

Downside to being a fashion designer?

I don't think there is a downside, only that it is a very competitive industry, but on the one hand, it is good because it requires you to give your best.

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

I would say to be part of fashion productions in magazines and runaways with wonderful people. But also having met my classmates who have become more than friends.

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

All the people I have met have been interesting and important in my life. I have learned many things from them and I will always be grateful.

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

"All hard work has its rewards" no matter if it is in the fashion industry or outside of it.

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 travel back in time to tell myself that I must be more aware of the moments that I have lived and appreciate them a little more.

What is the best advice you have ever been given?

"If it fits in your mind, it fits in your world," meaning: if we trust in ourselves we can achieve many things.

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

The first thing I want to do is work with some established fashion brands, to get more experience and then start my own brand. I am clear that the future is uncertain so I will let it surprise me.







EMERGING DESIGNER SPOTLIGHT

Zuleyha Özgen

Züleyha Özgen is a 28-year-old Fashion Designer based in Berlin – she founded the brand Zsolea back in 2019. She started dreaming about becoming a fashion designer at a very young age but it took her a long time to make the first step towards achieving that dream. She worked for about 5 years in fashion retail where she gained a lot of experiences related to the industry before she finally decided to study fashion design at the age of 25. She eventually quit her job to become an intern for a fashion designer in Berlin and up to now, she feels that the move she made was the best decision she's ever made.

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

What do you like most about being a designer?

What I adore about being a fashion designer is that you don't have to stick to any rules. I can put my creativity, feelings, and personality in one design to express my understanding of fashion.

The downside to being a fashion designer?

When you are working all by yourself, like in my case it's not that easy to be constantly creative and productive. You need breaks, especially creative breaks so that new ideas new inspiration can arise. These times are always the hardest, you are trying but you have the feeling that nothing is working out as you imagine. It took me a long time to find the right handling for that.

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

The most memorable experience in the fashion industry so far was the time I had as an intern abroad in Barcelona. I had the chance to participate in fashion week Barcelona. It was my first time behind the scenes of a fashion week. Everything was new and so exciting. Professional models, successful brands, the location, and organisation. A lot of new impressions and a great experience.

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

The most interesting person I have met so far related to fashion

is Olga. She is a fashion designer of the brand Menchen Thomas. She was like a role model for me. Although things were not working out she was calm and still spread positivity. I remember that I was asking her how she can be that calm in difficult situations and still make jokes and things like that. She told me that we always have the decision of how we react to this kind of situation. When everything goes wrong why adding more negativity with being angry or making more pressure. When the team is fine and in a good mood you can conquer every fence together.

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

The most valuable lesson I've learned is from nothing comes nothing. Even if it's 10 minutes you are putting into your business or your self you should take that time. Every day doing at least one thing will open new doors. That's what I've experienced.

Is your family supportive of you being a fashion designer?

My family is my biggest supporter. I'm so thankful for that. They believe in me sometimes more than I'm doing. To be honest. To know that I have such a supportive family gives me strength and motivates me.

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

I think there is nothing I would do differently because every experience and lesson lead me to this day. I'm still learning and I'm still making mistakes and I'm fine with that, this makes my work more personal and authentic I guess.

What is the best advice you have ever been given?

That small steps are important and okay. It takes time to get where you want to be. How you get there is more important than when you get there.

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

My future plans are growing in the fashion industry as an upcoming fashion designer from Berlin. I would love to show my work all over the world and see people wearing my visions.



MEET MODEL TURNED POP SINGER

Kristina Menissov

Kristina Menissov began her career as a model in Los Angeles back in 2017. Since then she has worked with several famous designers such as Robert Cavalli, Michael Ngo, Michael Costello, and Jovani Dresses. She has also graced the runway in Los Angeles Fashion Week and Miami Swim Week, not to mention starring in Tyga's "IBIZA" music video, modeling for Chris Applebaum's YouTube Channel, and appearing in Model's Talk. A former Italian-trained Opera Singer, Kristina has parlayed her modeling career into a blossoming singing career. She recently signed with the famed music producer Andrew Lane who is known for such superstars as the Backstreet Boys and Irene Cara. Her first single, "Taking Over LA" was released last summer to rave reviews. She will soon be releasing another hit single with Italian DJ Marzia D'orlando entitled "Breakout." When not working, Kristina loves playing the piano and spending time with her 4-year-old son.

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

How did you get started in the music industry? How were you actually 'discovered'?

I was so lucky to meet a great and talented music producer Andrew Lane, he is the one who believed in me and still guides me and we are preparing many more hits together.

What do you like most about singing?

When I am on the stage and performing I feel alive. When I sing at the studio or practicing at home it's like a meditation to me. I connect with myself. I breathe the right way. And everything becomes so bright and beautiful.

Can you tell us about your song Breakout?

It's an EDM song with the Italian DJ Marzia Dorlando. When we were writing this song with her it was after our conversation about how much we want to have our breakout moment. That we are ready for it. So all those thoughts inspired us to create. And we love our creation.

What sort of person is going to love this song?

Someone who loves EDM music, someone who loves to dance, and if you need to hear that message that's it's time to do that next step you should check it out.

What inspires you to be creative?

It could be everything. I am feeling happy? I'm gonna write a song. I am feeling sad or depressed, I am gonna write a sad song. The way I feel today will inspire me to do so.



What message, if any, do you try to put into your work?

I want to inspire people. That's definitely what the "BREAKOUT" song was about. On my first single "Taking Over LA" I wanted to show the realistic moments of all the models that live here. So my message is: inspire to create and don't forget to have fun.

What has been the most memorable experience of your career so far?

Making my first music video "Taking Over LA" I did almost everything myself, starting from location scouting and production ending with styling my outfits. I had a great videographer Maxim Puchkov and amazing and talented HMUA Tetiana Kazak. It was so fun to learn how to do it all. But I hope in the future I can have more help and a bigger budget to have the whole team.

Do you ever find yourself unable to express your creativity to the fullest? What kinds of things inhibit you?

I have ups and downs just like all of us. Some days I would have an idea and without even properly thinking about it I would criticize it so much and put it aside without even giving it a chance.

So answering your second question I would say that the biggest things that inhibit my art are my insecurities and self-judgment mentality.

Who is your greatest influence?

I can't really think of one specific person who would be a role model for myself, but I definitely had quite a few examples of who I don't want to end up like, so I tried to do everything the opposite of what I've seen they did.

Do you feel that you chose your "passion," or did it choose you?

I feel like we've chosen each other. Since I was a little girl looking so different growing up in Kazakhstan so everyone would always say that this is what I should be doing, so I grew up and chose to do it.

If you hadn't chosen your field, what would your alternate field have been?

I would've been an attorney and fight for human rights.

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

I am aiming for a Grammy in the nearest future.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: The Mauritanian.

2. What do you consider beautiful and why? The way a loving mother looks at her child. Because there is nothing more touching and pure than that.

3. What haven't you done yet that you wish you could? I didn't buy a dogecoin 6 months ago.

4. Complete this sentence: "If I had no fear, I'd..." parachute jump.

5. What is the one "flaw" you wouldn't change about yourself? My stubbornness.





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LUX

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A fashion designer is one of the most influential jobs one can ever have because you get to have the opportunity to shape how society dresses. But, is it the perfect job for you? If you eat, drink, live and breathe fashion, then, a career in fashion designing will most certainly be the ideal job for you. Apparently, being a fashion enthusiast is just part of the whole story, you also have to back it up with formalized education to know the fundamentals of fashion and be qualified to become a fashion designer. It is to be noted that there are a lot of people aspiring to become successful fashion designers; hence, there is stiff competition for the spot; thus, education would certainly help push you up on your ladder of success.

Three tips to becoming a successful fashion Designer

Experience is Key

Experience is the ultimate key in becoming a successful fashion designer; thus, you need to undergo an internship with an established design house in order to build your rapport as a future fashion designer. Your experience as an apprentice will add to your general knowledge and will pave the way for meeting new people that will open gates of opportunities to realizing your ultimate dream of becoming the next Coco Chanel or Karl Lagerfeld, perhaps?



It's a business

Aside from experience, you also have to be business-minded. Being in the fashion designing industry ultimately means that you are running a business. Hence, you have to familiarize yourself with bookkeeping and inventory, among others. You also have to learn how to meet the deadlines of clients, sketch, sew, iron and pack their orders for them, and network or negotiate with suppliers and vendors. In all actuality, being a fashion designer is not at all times as glamorous as you seem it is—that is just the tip of the iceberg. You also have to embrace the not-so-fun aspects of fashion.

The skills needed

As a fashion enthusiast, you have to learn by heart all the skills needed in becoming one of the greatest fashion designers in the business.

• **Flat Sketching.** This skill requires important details of dress designs put on paper. Drawing is just one thing, flat sketching is another. You must get to know how to manipulate Adobe Photoshop and Illustrator software programs in order to come up with flat sketching.

• **Computer Programs.** It would be more efficient if designers design clothes using CAD. This way, you can edit your work a thousand times without having wasted thousands of papers.

• **Draping and Patternmaking.** In order to make sure that the clothes you design will perfectly fit your model - you need to have a good grasp of these skills.

• **Sewing.** If you are just starting as a fashion designer, of course, you create your own clothes; thus, it is imperative that you know how to sew. Draping, patternmaking and sewing will guarantee a good output.

• **Creating Specs in a Copycat World.** This is measuring and adding detail to a garment. This can be done using MS Excel. Garment sizes and measurements vary from company to company. If you are yet starting, all you have to do is to visit different stores and find garments with good fit and copy the basic measurements.





FASHION SHOULD BE FUN, NOT A BURDEN

If you were born without the luxury of having spidery-long legs to get you to places faster and feel like you are missing out on a lot of trends; we might have a solution for you. Although we can't help you with the legs, we can most certainly help with the trend part. Let's face it, one of the biggest trends at the moment is denim. Everyone is wearing denim shirts, skirts, dresses, rompers, jumpsuits, shoes, and every other clothing item you can think of. It's everywhere, it's kind of like an invasion of denim. Regardless, one of the best looks from the past came back in style and we couldn't be happier. Now that flares are acceptable without looking like you just stepped out of a 70's catalog, there is a slight problem with this look. People under 5'5 are not really wearing the trend because they feel that they are too short and will probably drown in the jeans. Well, that's true but, if it's worn right, anyone can wear it.

So how does one wear flares correctly if they are not very tall? Easy! Let's break it down, starting from the top.

Being under 5'5, a person doesn't have a lot of torso to work with, so if you have this problem, we suggest wearing fitted tops or crop tops. Nothing baggy or loose that will give off a frumpy impression. You just want to look lean.

Skipping the jeans, and going straight to the feet; it is important to add a bit of height to yourself. You can do this by wearing wedges, booties, or even heels. All options will look great with the jeans regardless. It is just important to add a bit of height to give off the illusion of having longer legs. Flares are very long even if they are tailored; if flats are worn then the jeans will appear bigger. And that is what we don't want.

Over here at Sassy & Co, we urge you to try flares today, give it a shot. Take our tips and tricks and see if it works for you. If it doesn't then at least you know and you won't have to give any more of the tall people wearing flares dirty looks. Fashion is all about trial and error, some trends work for us and some don't. And that's okay, but it is always fun to try. Remember, fashion should be fun, not a burden!

HOW MUCH SHOULD YOU

CHARGE AS A MODEL?

Career Tips

As a model working and attempting to remain competitive in an industry that is inundated by hopefuls (and by those who are even willing to work for free) you may find yourself facing an increasingly difficult situation regarding how much you can get paid. There seems to be no end to the current situation where models willingly put their hands up for work that is unpaid in return for mere "exposure".

However, if you are an experienced model you should never sell yourself short, always keeping in mind that you are performing a valuable service and end product for a commercial enterprise. If you are a model working for a business making a profit you are legally entitled to a minimum rate of pay. Otherwise, the commercial enterprise that has employed your service may be in breach of legislation and liable to prosecution.

Fair Work Legislation governs the minimum casual rates for models. Modelling for still photography, TV, or movie appearances attracts a full day pay rate of \$516.53 and for up to an hour attracts a rate of \$106.43. Modelling work at trade shows or parades attracts a full-day pay rate of \$234.86 and a single evening show (1hr) attracts \$176.41. Casual models are also entitled to double pay on public holidays.

If you do not have an ABN these pay rates apply as you are effectively working as a casual model. This means that if you are paid a rate that isn't in accordance with the minimum rate that you can complain and that employers are liable to legislation.

If you are working under an ABN you need to keep in mind that you are operating as an Independent Contractor. You need to set yourself pay rates that are fair (it would be wise to follow the minimum rates outlined on the Fair Work website, plus you need to factor in an extra percentage for GST and taxes). Also, so that you are covered for and injuries resulting from your job you will need to ensure that you take out your own Public Liability Insurance.

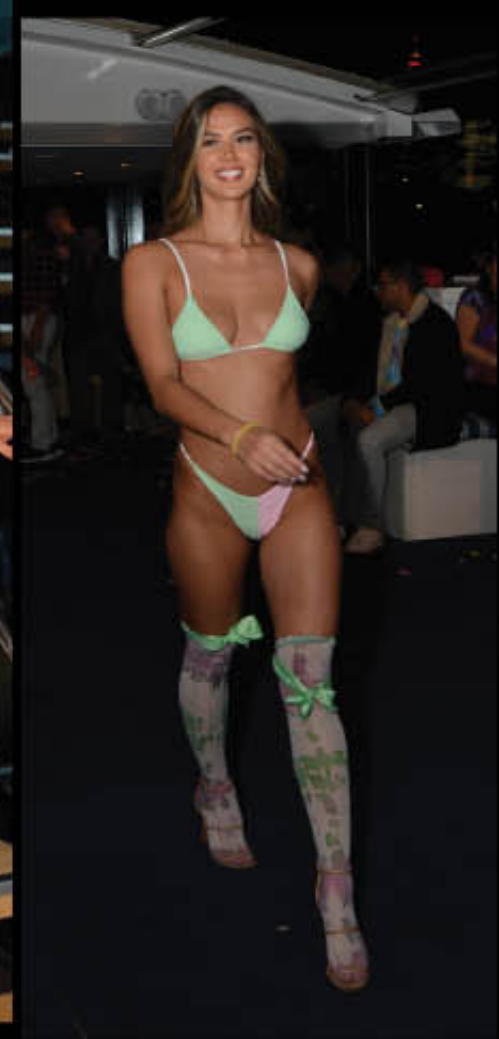
Valuing your work as a model is incredibly important. This is not only because you might actually be able to pay your bills if you stand firm on your worth but also so that the industry can continue to exist. Free work/work for "exposure" erodes creative professions, undervaluing the work of talented models (and also entertainers and artists) by not allowing them to thrive, or even in most cases, to merely survive.

INFO

For more information and all details regarding minimum rates always refer to the Australian Government's Fair Work website: www.fairwork.gov.au



Photo Credit: Dave Choo



LUX

CRUISE FASHION SHOW



Lux was a one-of-a-kind fashion extravaganza - it was a neon-themed fashion show inspired by Victoria's Secret.





GERMANI JEWELLERY

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.





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