

95 years of timeless glamour



Brand Ambassador Jacqueline Fernandez wears contemporary matt gold with diamonds from the Timeless Glamour collection



Fernandez adorned in diamonds and emeralds from the Timeless Glamour collection

Unveiling a collection that embraces the quintessence of the CJS legacy, Colombo Jewellery Stores celebrated 95 years of timeless glamour showcasing the *raison d'être* that is its artistry and creativity. Reliving the timeless beauty and grace of eras past and intertwining those with an avant-garde twist, the sparkle of diamonds took the spotlight in all its magnificence, while lustrous rubies, radiant emeralds and resplendent blue sapphires enfolded each design with a powerful femininity. Each pair of earrings, bracelet, ring, cuff or necklace was a bold statement.

Appreciating the custom of the discerning clientele who have remained loyal to CJS through its journey, Akram Cassim, Chairman of CJS hosted a event at the CJS flagship store. While showcasing the breathtaking 95 designs created specifically for this anniversary, the spotlight fell on three diamond sets that were modelled during the evening; a leaf design invisible setting diamond collection in white gold holding a 530 marquise and princess cut diamond weighing 21 carats, a red ruby and diamond necklace with 44 rubies and 20 carats of diamonds in a matching set of earrings. Upholding the CJS legend for classic style in a V Shape is a diamond necklace with its 200 marquise, pear and round diamonds weighing 20 carats, marquise and round diamond ear studs and bracelet enfolding 12 carat diamonds, set in white gold.



An elegant jewellery set from the Timeless Glamour collection

Cassim said, "Diamonds are forever. And it is this that inspired me to give pride of place to diamonds because CJS has built a true legacy that continues to stand the test of time. Each of the 95 pieces is handcrafted to showcase the legacy taking us through a journey from 1922."