Saf’s Classique unveils its Sterling Silver Jewellery collection

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‘Saf’s Classique’, a brand by M C Joonoos, unveiled its new collection of Sterling Silver jewellery. The collection carries a wide range of contemporary one-of-a-kind designer jewellery set with Black, White and Golden Pearls, Emeralds, and Sapphires with a mixture of Diamonds, Zircons, and semi precious gemstones. The products are intricately designed and hand made. The designs are traditional as well as contemporary, and are priced at an affordable range to cater to all who crave designer silver jewellery.

Sabri Joonoos, a fifth generation member of the Joonoos family, who is at the helm of the business said, “we have now embarked upon a journey of creating a

collection of exclusive and exquisite artisan designer jewellery in sterling silver, celebrating a legacy of being in the jewellery trade for over 157 years.”

He further added that Saf’s Classique is a brand steeped in history and legacy, and is dedicated to providing a fully personalised service to its clientele. “Saf’s Classique uses only the finest material, with the skill and creativity of talented and experienced craftsmen of the trade.”