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ARCHITECTURE AND DESIGN

How these jewellery brands are showing the world the experimental side of Indian design

Moksh and Neha Dani are introducing global audiences to an exciting new wave in Indian jewellery design.

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Courtesy of *Objet d'Emotion* (left) and *Courtesy of Neha Dani* (right)

This year, two Indian jewellery brands have made their impressive presence felt on a global stage at [PAD London](#); borrowing from the country's rich heritage, these two distinctive designers reimaged traditions through their own unique lenses, thereby introducing the world to a burgeoning movement of experimental design in the Indian landscape.

Mumbai-based fine jewellery brand Moksh brought a collection of Art Deco-inspired earrings, rings, necklaces and bracelets ornamented with the brand's signature baguette diamonds. "Old Indian art and [architecture](#) has been the inspiration for jewellers for a very long time," explains Moksh founder Milan Chokshi. "We saw a space for those elements to be interpreted in a more contemporary way."



TKMR 9919; A *Nuur Collection* ring using long needle baguette and emeralds connecting to parallel channel set baguette bands. *Courtesy of Objet d'Emotion*

Moksh is represented by Valery Demure's London-based gallery Objet D'Emotion. "We had a few different types of products, and most of our designs in those lines were based on Art Deco styling, which really works for her customers," explains Chokshi of his association with the gallery, which dates back to 2019. "That's really where it started."

The collection witnesses the vertical forms and swooping contours that are synonymous with the architectural movement, enhanced by the bold tones of ruby, sapphire and emerald. The stones are small, and purposefully mounted with unconventional complexity. "We use a lot of pearls, Baguette and rose-cut diamonds, as well as some special cuts made-to-order for our designs," Chokshi adds. "It is still representative of Indian design, but the product could be sold and worn anywhere in the world."



TKME 8977; Ear Tops made with natural golden keshi pearls surrounded by petals of channel set baguette diamonds from Nuur. Courtesy of Objet d'Emotion



Roseate Earrings; Featuring Rubies and Diamonds. Courtesy of Neha Dani

While Moksh's designs largely borrow from the clean lines of architectural forms, New Delhi-based designer Neha Dani's eponymous label betrays a fascination with the chaos of the natural world. "In nature, there is so much contrasting colour, which is just so beautiful to observe and enjoy," explains the designer. "That's why I love using coloured stone, which is again a creation of god, to play and make those contrasting colour combinations in my work."

The Monal Earrings undulate with a feathery arrangement of deep blues and soft mauves; in the Kephi ring, multi-coloured sapphires are strung into whimsical curls. Dani tends to use unconventional metals like titanium in her work, which gives her the opportunity to extrapolate these concepts even further. “Titanium is very light, so you can really make voluminous pieces, and not be worried about the weight,” she explains. “It can also be anodized in some very beautiful shades, so it's an added palette—I can bring colour and expression not only through coloured stones, but also through the colour of the metal.”

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Monal Earrings; set with tanzanite beads, diamonds and blue and deep pink sapphires. Courtesy of Neha Dani



Kephi ring; in red and blue sapphires. Courtesy of Neha Dani

The duality of Moksh and Dani’s work indicates an interesting development in the Indian jewellery design landscape. Inspired by a rich artistic tradition, armed with the resources of native craftsmanship, and encouraged by a growing international customer base, contemporary designers have been given the licence to experiment with the concept in new and exciting ways.



TKMN 10050; A Symphony Collection Sautoir with channel set ruby and diamond baguette drums, flexibly linked to make the chain of this lariat. Paired with a seed pearl tassel with ruby baguettes and round diamond detailing on its cap. Courtesy of Objet d'Emotion

Borrowing from art, architecture, nature, and even philosophical ideals, contemporary jewellery displays an innovative play of metal and stone that defies the norms of tradition. “We have talent available locally, with a customer-base that can buy Indian products from anywhere in the world. India has a fantastic opportunity to represent a lot of its culture in a very modern way,” Chokshi says. “I think this is a great time to be an Indian designers, whether in jewellery or otherwise.”

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