

SLEEK AND MAGNIFIQUE



With his interesting and seductive collections ALEXANDRE CORROT makes all his campaigns become an authentic work of art. Unlike traditional jewellery, the spirit of DJULA remains the same as when the Glam Rock trend was launched 20 years ago.

BRAND HISTORY

Having a visionary mentality and always thinking ahead of his time it's how Alexandre Corrot, Djula's designer and artistic director, revolutionised the jewellery industry with his creativity and his style. He broke the traditional jewellery idea by launching a glam-rock trend known as the 'barbed wire' collection.

It's not a coincidence that Alexandre Corrot is so fond of the "Art Nouveau" as it was a great part of art in the 20's. He has an adventurous and delicate

style and this is how his obsession for sleek and graphic lines were shown in all of his collections. He played a big part in converting the jewellery sector from its typical look allowing it to become more urban.

SOURCING : RIGOUR AND ETHICAL POLICY

Djula is known for sourcing all of its diamonds and gemstones from non conflict areas.

Our ethical policy and core values reflect on how we make sure that no children are used as workforce and how all of our gemstones are sourced

QUALITY

GOLD:

Djula exclusively uses 18 carat gold for its jewelry

DIAMONDS PURITY:

The diamonds used on micro-paving are G VS1 SI quality (Slightly Included),

The pear shaped diamonds, marquise or baguette diamonds are VS2 quality (Very Slightly Included).

The diamonds setting is always a claw hand-made setting.

COLLECTIONS

Djula is well known in the jewellery industry due to its very large number of collections; more than twenty collections holding twenty-eight different pieces of jewellery in each collection. Two to three new collections are constantly being launched every year in the summer and winter, all inspired on current trends and fashion.



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