

NIRAV MODI

HAUT DIAMANTAIRE

GLOBAL LUXURY JEWELER NIRAV MODI CONTINUES RETAIL EXPANSION WITH A NEW BOUTIQUE AT HAWAII'S ALA MOANA CENTER

November 2017 – Global luxury jeweler NIRAV MODI announced today the company's latest expansion in the United States, with a boutique that's now open at Honolulu's Ala Moana Center. Demand for the brand has increased dramatically in the U.S. following the opening of their Madison Avenue Boutique in New York City in 2015.

As the global luxury jewelry market continues to grow, expansion in the United States was a natural decision for the company's founder, Nirav Modi. "The U.S. is an incredibly important market for us and we're looking forward to expanding access to our jewels," said Nirav Modi. "The American consumer is particularly conscious when purchasing fine jewelry – they are experienced luxury buyers with an eye for craftsmanship and detail."

As with the company's thirteen existing boutiques around the world, the new NIRAV MODI location at Hawaii, evokes a similar sense of dignified femininity with identifiable characteristics. As a reference to Mr. Modi's unique use of minimal metal against white diamonds, a signature that gives the diamond a feeling of weightless transparency, the NIRAV MODI boutique features glass and light juxtaposed against calming shades of taupe and pink. NIRAV MODI is known globally for the distinctive paper art seen in windows and displays in all locations, inspired by 19th century Luminism and the treatment of light within meticulously detailed objects. The Ala Moana Center location features 1,300 square feet and includes a main sales floor and a private viewing room.

The boutique displays the brand's core collections, including the Embrace®, Jasmine® and Luminance collections, which feature jewels with patented cuts and innovative proprietary techniques, as well as the bridal collections. NIRAV MODI's exquisite high-jewels will also be showcased at the new boutique on a rotating basis.

Admired for unique artistry and unparalleled craftsmanship, NIRAV MODI jewels exemplify femininity and fluidity, with each masterpiece an infusion of sophisticated western jewelry techniques and India's innate style and rich traditions. A passionate art collector, Mr. Modi draws inspiration from diverse sources, spanning from ancient mythology to 16th Century paintings by Rubens, the work of Claude Monet, Art Nouveau architecture and contemporary Indian artists. The jewels combine innovative techniques and patented cuts with the finest and rarest gems from all over the world.

NIRAV MODI Ala Moana Center Hawaii Boutique
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High-res images & video:

https://www.dropbox.com/sh/n8v8euo115tmwr8/AADPVO1OZB_jaSACrI3zeVpQa?dl=0

About NIRAV MODI: NIRAV MODI is a brand built on the passion to create extraordinary diamond jewelry that celebrates every woman's beauty. From conception to final execution in precious materials—excellence in quality, design, innovation and craftsmanship is every NIRAV MODI jewel's hallmark. Each piece represents a unique expression of Indian heritage blended with a global outlook. NIRAV MODI's commitment to originality is driven by his relentless desire to push the boundaries of excellence. This has resulted in unique setting techniques and globally patented diamond cuts, including the Jasmine cut®, the Endless cut®, the Ainra cut®, the Mughal cut® and the NIRAV MODI Embrace® mechanism. Lauded at international auctions at Sotheby's and Christie's, NIRAV MODI creations have earned the distinction of being recognized as among the best in the world.

Experiencing a growing success, NIRAV MODI currently has 14 boutiques situated in the most prestigious locations in London, New York, Vegas, Hawaii, Hong-Kong, Singapore, Beijing, Macau, Mumbai and New Delhi, with plans for continued expansion throughout Europe, the USA and the Far East.

For more information visit us.niravmodi.com.