

Press Information

JAFAROV. Poetic gems and jewellery art. The fragile glamour of uniqueness: Düsseldorf's sparkling temptation from brooch to the Collier

Düsseldorf, June 2011. Under the spell of jewellery: The state capital's first class shopping address the "Königsallee" is literally enriched by a new Gem. The new JAFAROV jewellery brand will move inside the so-called new "carat" arcade, or the Kesting gallery, in July 2011.

Jewellery manufacturing de luxe

Düsseldorf was liked best by the famous family from Baku, Azerbaijan. Even London and Paris had to take a back seat to the metropolis along the river Rhine. The high standard of living, an excellent city ranking and its economic power continuously create international impulses in the state capital. This is what especially inspired Leyla Jafarova, jeweller and author. It was her idea also to create a label with her family's name and open a fine boutique in Germany's lifestyle capital.

She accompanies the production of the high-profile JAFAROV creations, which are more than shiny and glittering accessories. The collier brand JAFAROV are sparkling luminaries and seem like stardust. Delicate and untouchably particulars. The jewelled brooches are a creation inspired by brilliant wildlife, wild and exotic with hypnotizing colours such as the distinctive Marganit bug brooch made of platinum and gold. Every piece of JAFAROV jewellery is reflected by the details of magical mysterious form fantasies. Real pearls pieces decorated with gold and precious stones shine with refined elements and let one dream of the noise of the seas.

The magnificent fantastic gems from Madagascar, Bolivia, Africa and India are designed in the manufactory in Idar-Oberstein and created in fine craftsmanship.

German craftsmanship paired with exotic inspirations

Leyla Jafarova and Yusif Jafarov are a creative couple from Baku, Azerbaijan currently living in the Czech Republic. For many years they have been enthusiastic about the art of jewellery design.

As the idea came up to cooperate with an Italian jewellery brand, the idea of creating a brand of its own quickly arose. In the search for European culture, they came to Germany - known as the land of poets and thinkers, but also for its handcraft of jewellers who have been historically mastering the art for centuries. The brand JAFAROV has a clear vision of outstanding design and jewellery art being more than adornment for style, but also fashionable and timeless at the same time. "The urge to present my favourite pieces where classic poetry is perpetuated into stone led us to Düsseldorf – a European metropolis of style and culture", says Leyla Jafarova.

The jewellery poet - Leyla Jafarova cites magnificent works of art

According to Jafarova artistic and harmonious beauty is a phenomenon projected into the world through people of talent and hard mastery work. As an author Leyla Jafarova published her first lyrical collection "Alfoi and Omega you are thy precious" in 2010 under the name of Leyla Begim in Russia. Her second lyrical collection "season of love" was published this year, also in Russia. "Writing is my greatest passion. It opens my senses, touches my soul and gives me strength for upcoming challenges. To combine poetry with high class jewellery is only a logical consequence", says Leyla Jafarova. Every piece of JAFAROV branded jewellery tells a story and transmits a sense of uniqueness to who wears them. Leyla Jafarova dedicates a small poem to every high carat piece, inspired by form and colouring of the gems as well as their origin.

She will present her limited and exclusive jewellery and unique pieces in her Düsseldorf boutique from July 2011 onwards.

A fine accessory collection consisting of real silk scarfs, exclusive leather purses and a priceless watch collection by the brand JAFAROV are already being planned.

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