

# JEWELRY NEWS NETWORK

A CELEBRATION OF JEWELRY AND THE BUSINESS BEHIND THE BEAUTY

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## Goshwara's Colorful Designs



110 carat mandarin garnet mounted on 18k yellow gold.



Mandarin and rubelite tassel necklace from the 'G-One' collection.



3 tier disc earring in Amethyst, Peridot & Blue Topaz from the 'Mischief' collection.



A rubelite and amethyst bead necklace from the 'Mischief' collection.

Jewelry designers and manufacturers have been adding color to their collections in recent years. For Goshwara, color, more specifically **colored gemstones**, is a way of life for the brand.

The company was founded by Sweta Jain, who has the joint roles of designer and president, in 2007 to supply one-of-a-kind pieces to private buyers. Since then the company has expended to provide a range of colored-gemstone jewelry for luxury retailers. Jain grew up in the jewelry business, accompanying her father to Africa to explore mines and then seeing the process first-hand of turning rough material in beautiful gemstones.

I first wrote about the company last year at the JCK Luxury tradeshow. At this year's show (May 29 – 31), Jain showed me a number of new designs that highlight her flair for great vision, craftsmanship and the use of high-quality colored gemstones.