

# aRa Jewels

Its exquisite jewellery are more than just beautiful adornments – they are conversation pieces, heirlooms and ultimately, objects of desire.

Are you a woman who is traditional yet bold, modern yet elegant, fun yet stylish? If yes, then aRa Jewels is for you, the confident woman who is not afraid to express her personality.

To cater to her multiple personas, aRa Jewels has created versatile pieces that can be customised to suit any outfit or occasion. No wonder its latest collection (and possibly the only one of its kind in Singapore), the Chameleon, is a best seller. Aside from arresting designs and colours, the jewellery has interchangeable elements. Earrings, for instance, can be worn in many ways just by changing the stones – turquoise, onyx, coral or diamonds – or even without them if you so choose. The combinations are endless.

Inspired by today's fashion, art, music, fashion icons, and even traditional elements, aRa Jewels' designs often feature bright, coloured stones and diamonds in yellow and white gold. There are also a wide variety of diamond collections, including casual, cocktail, bridal, formal and



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1. Pink chalcedony earrings with diamonds in 18K yellow gold and cast in white rhodium;
2. Starry ring in 18K white gold with 150 diamonds;
3. Interchangeable diamond earrings from the Chameleon Diamond Collection, with green onyx in 18K yellow gold and cast in black and white rhodium;
4. Green onyx diamond ring in 18K yellow gold and cast in black and white rhodium
5. Circle of Love diamond bangle in yellow and white gold;
6. Rose gold bangle with brown diamonds



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pieces are  
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and trends.”*



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### More About Us

*aRa Jewels is the brainchild of two good friends, Rita and Reeta. The name 'aRa' is derived from their two first names, hence the double 'R' and 'a' featured on its logo. With the two owners' discerning taste in fine jewellery and plenty of creative ideas, aRa Jewels offers outstanding designs and superb craftsmanship. Its pieces are full of personality and style for the bold and modern woman. Customers can get an intimate feel of aRa's jewels through its private exhibitions held on a regular basis in Singapore and Malaysia.*



- 7. Pendant in 18K white gold with 156 diamonds;
- 8. Diamond ring in 18K yellow gold and cast in white rhodium;
- 9. Interchangeable diamond earrings from the Chameleon Diamond Collection, with red onyx stones and diamonds in 18K yellow gold and cast in black and white rhodium;
- 10. White gold pendant with 256 diamonds;
- 11. Earrings set with brown diamonds, yellow and blue sapphires and golden citrine drops, set in 18K yellow gold and cast in white rhodium

*“Designs often feature bright, coloured stones and diamonds in yellow and white gold.”*

baby baubles. Whatever they are, aRa Jewels’s pieces are sure to be conversation starters. They are heirlooms, transcending time and trends.

‘aRa’ means ornament in several Middle Eastern languages. For founders Reeta Sabnani and Rita Danani, it also means great style and gorgeous gems. Customers are welcomed to contact aRa Jewels for an appointment, or visit its private exhibitions that it holds regularly in Singapore and Malaysia. BJ

[www.arajewels.com](http://www.arajewels.com)

## Locating Us

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