

## AMIRAH GEMS & FINE JEWELLERY (PVT) LTD - ABOUT US

### OUR STORY

An icon for a new era, AMIRAG Gems debuts. It captures the courage, strength and optimism that AMIRAH stands for.

Founded in Colombo, Sri Lanka in 2020. Inspired by the philosophy that everyone should be able to enjoy the jewellery of their dreams. Combining decades of jewellery experience, AMIRAH Gems revolutionized the jewellery industry by being first to introduce high-quality jewellery for everyone in an affordable price and the concept of Mine-to-Market.

Giving customers a Better Choice - one more *affordable*, *more sustainable* and *more beautiful*.

#### **A Better Beautiful.**

Our brand was inspired by a passionate belief that beautifully designed luxury jewellery, with irresistible center stones should be in reach of all women to enjoy. Our Founder truly understood how wearing a piece of luxury jewellery could elevate and make women feel amazing. The feeling of joy, empowerment, confidence and the excitement of having beautiful rings, tennis bracelets and earrings inspired them to think differently, to find a way their customers could have it all. Luxury without the compromise.

Founded in Colombo, Sri Lanka, the pearl of the Indian ocean, surrounded by pristine beaches, wonderful national parks and a natural coastline, our Founder asked himself a simple question "what joy really comes from owning just a piece of jewellery?"

Why not offer the world a better stone, one with less guilt, more brilliance, more sparkle, one more responsible, and far more affordable? A stone precisely cut and beautifully crafted in a piece of luxury, why not combine these stones in fine quality solid gold jewellery? why not offer lovers a better beautiful?

We offer a vast collection of designs in luxury and Semi-Luxury jewellery, engagement rings, wedding and eternity rings, fine jewellery, earrings, pendants, necklaces, bracelets, crafted in white, yellow or rose gold. Our jewellery features all the popular cuts and shapes such as round brilliant cut, some with hearts and arrows, princess cut, oval cut, cushion cut, emerald cut, radiant cut, pear shape, baguette cut, brilliant cut along with more unusual shapes such as Ashoka cut and Ascher cuts.

We invite you to come into one of our boutiques or browse our range online and discover the difference for yourself.

AMIRAH Gems offers you these compelling reasons to choose your next jewellery piece from us.

**Iconic Designs:**

They say fashion goes out of style, but style never goes out of fashion. Our Artisans make sure our iconic designs are timeless. Set around small to large, luxurious gemstones, our beautiful designs are comparable to the world's finest jewellery houses, if not better. And they're for life.

**Superior Stones:**

Our sapphire and semi luxury stone simulants are flawless in every way. They're cut to the exacting standards of the jewellery industry for maximum brilliance and fire. We call it uncompromising quality. You'll be left speechless.

**Irresistible Value:**

The world should revolve around you, not the price of jewellery. We combine the finest gemstones with 9, 14 and 18 carat solid gold, platinum and sterling silver at a fraction of the cost but with better clarity and brilliance. You literally get more for less, and what's not to love about that.

**Personalized Beauty:**

We tailor beauty to fit your style and your personality. We offer personalization and customization options from the stone colour and size to the colour of our gold to make sure your 'forever' is as elegant and individual as you are.