

#REVIEW

ZAF JEWELS

Ottoman inspired jewellery store in Dhaka

It is the latest cool-girl go-to jewellery store, one that displays stunning pieces you are sure not to find anywhere else in town, a promise conscientiously made to anyone reading this! Zaf Jewels may have been inaugurated fairly recently, with its doors flung open to the public on 25 April, and its statement pieces sparkling in the warm glow of its chandeliers ever since, but Zafreen Khan, owner and creative designer, has an inspirational backstory to her enterprise tucked away until asked.

"Zaf Jewels has been operating for some time now as a purely F-commerce business and it really took off during the



emeralds.

If flower power is your mantra, Zaf Jewels' designs of bold blossoms set in sapphires, rubies and glass is sure to be your best bet to turn heads this summer. Fuchsias, jades, ivories and peaches are just some of the shades this label's daisy and rose studs come in, sometimes also with dangling opulence in the shape of pearls or more diamante crystals. Perfect for every day, perfectly understated.

Perhaps, the most signature designs



that Zaf Jewels boasts are its rarest creations. Helping you channel your untamed self are the jeweller's exquisite Zebra pearl drop earrings, studded with turquoise eyes and crystals tricking you as if they were diamonds. These are hand-crafted atop a meenakari base. If zebras are not quite your spirit animal, scream to the world how fierce you are but only through your mesmerising serpent

earrings. Its semi-precious stones catch the brightest beam of light and baroque pearls exude an air of sophistication, both adding to an unsung note of glamour your outfit of choice will thank you for!

If you are still confused about what prized possession Zaf Jewels can add to your treasure trove of

jewellery, browse through more of its luxury creations such as its pink stone necklace boasting tourmalines and genuine gemstones, Ottoman swan necklace, complete with ivory crystals and rice pearls, jaguar cuffs with leather straps, more meenakari bangles, scintillating chandelier earrings and so many more — its diverse catalogue would span pages!

If it was not clear already, Zaf Jewels is not your run-of-the-mill jewellery corner, ubiquitously mushroomed in every lane that will have them. It has style, panache and a unique nod to Turkish craftsmanship and the history of the Ottoman Empire. Every crystal, stone, semi or precious stone is meticulously pieced together and curated by none other than, Zafreen Khan, she who makes the brand what we see it to be today.

When asked about her personal preferences, Khan is quick to state, "Trends and it-pieces define my personal style quotient. My tales of travel inspire me and I pick up ideas from wherever I go. And that is how I have added to my collection at Zaf Jewels. This is a curated exhibition of rare, extraordinary jewellery and that is what I want my customers to recognise and appreciate."

And with such high hopes and standards, Zaf Jewels continues to make its mark and strive to leave an unfathomable imprint in the ever-evolving jewellery scene of Dhaka.

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Photo: Abdus Salam

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downtime the pandemic offered us. We have, over the years, slowly built a loyal following of customers, many of whom we have had the pleasure of serving more than once, maybe twice or, even thrice. But now I am excited to take a traditional entrepreneurial route and grow my brand from its new-found roots here at Pink City," Khan says of Zaf Jewel's diamond-encrusted history.

"This is the start of a new journey for Zaf Jewels and there's no turning back now," she muses.

Zaf Jewels is a Facebook success story that took off via promotional live sessions and seasonal pop-up and trunk shows. But more than any of these, what really paid off for the now-established brand is the kind of jewellery it brings to its customers.

Every piece at Zaf Jewels demands your attention and this is because not one of them is ordinary or commonplace. You may waltz through the store and fixate your eyes on a pair of tablet emerald drop earrings beautifully set on a bed of 18-carat white gold. You may even be so bedazzled by the emulating green that a force beyond your beckoning could pull you to create a complete adornment and reach for the entire set: a diamante bracelet and a singularly-studded, filigree ring, both set with more matching

