

Outlook

SPLURGE

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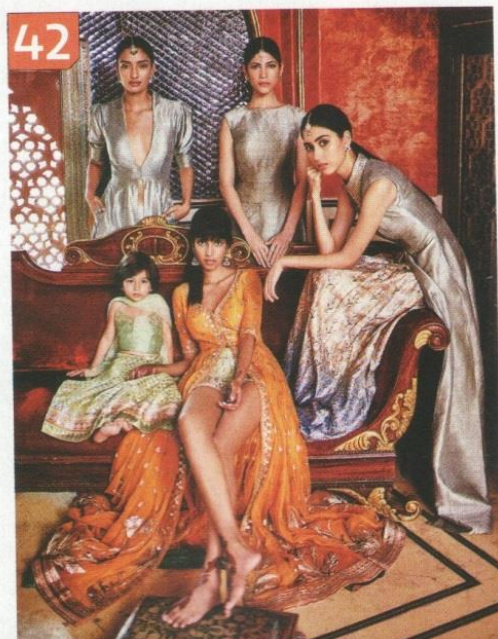
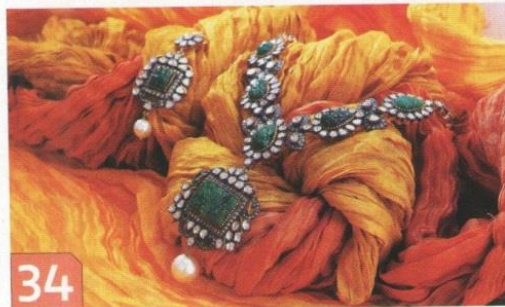
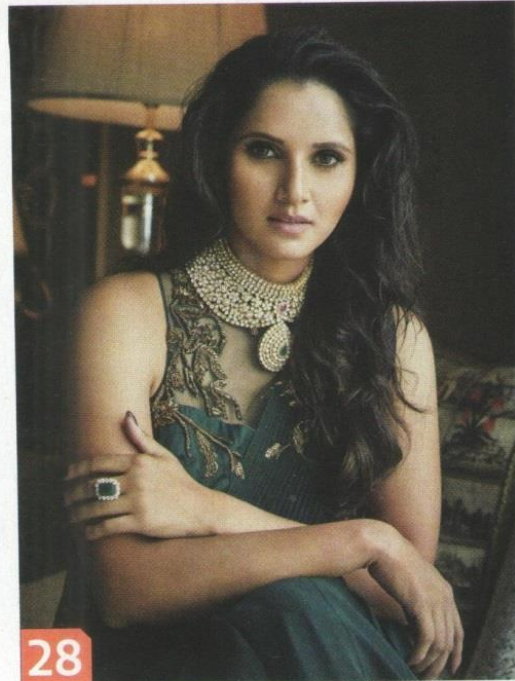
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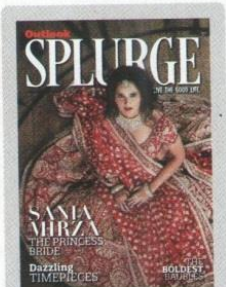
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ON THE COVER

Sania Mirza, photographed by Rohan Shrestha. Styled by Eshaa Amiin. Jewellery: PC Jeweller; Outfit: Sabyasachi. Location: The St. Regis Mumbai.

MODERN *Classics*



Payal Mehta

Payal New York, now among the top jewellery design brands worldwide, creates magical stories for brides with gems and diamonds, that are contemporary, and utterly bespoke.



She's just fresh from the honour of being fêted by the National Jewellery Institute, and Parsons New York, as one of the top designers at the Fine Art of High Jewelry and Timepieces Gala held recently in New York City, putting Payal Mehta in a similar trajectory to jewellery superbrands like Bulgari and De Grisogono. With an atelier overlooking the East River in New York, and an office in Dubai, Payal New York has clients from all over the world, including India, and especially loves designing pieces for brides, for their special day.

"Creating a piece for a woman's big day is a big responsibility for me, as I think of bridal jewellery as creating a legacy, something to be passed on from one wedding to another," says Payal who sources some of her diamonds from Indian company Rosy Blue, which also happens to be her

husband's company, a fourth-generation diamantaire. She says that today's modern bride wants to stand out, but in a tasteful manner. "Colour, line, and subtle structures are used to enhance the modern bride's special day," says Payal. "I use one-of-a-kind stones, especially yellow and pink diamonds, for these occasions."

Payal, whose mother was a bespoke jewellery designer, studied math and physics, before training to be an architect and eventually an interior designer. "There is symmetry, geometry, and measurement involved in creating beautiful art," she says of her math creds. She's also a trained chef ("A chef too mixes artistry and craft."). She started design "on (her) dining table, sketching many years ago, which lead to the establishment of Payal New York". Then in 2015, she became the official jeweller of Le Bal des Débutantes in Paris. "I got involved with Le Bal because my daughter, Ashna was invited as a débutante," she says.

Her collection pieces are priced between \$15,000 to \$100,000, and bespoke pieces start from \$5,000 all the way to \$3,000,000. From the Japanese-inspired Slice to Moonstone, Bird and Feather, and Starburst, each of her creations is "monochromatic, textured, and layered through an etching effect", says Payal. "It's like wearing a sketch that has come to life." And with her brand-new accolade, she hopes to make a difference in the jewellery world. "It feels wonderful, as my pieces were viewed at Christie's. I was proud to be part of NJI and Parsons Initiative, a nonprofit founded 10 years ago by Judith Price, that aims to educate and promote fine jewellery timepieces." A noble, sparkling beginning indeed. ■



Above: Some of Payal Mehta's creations. She is the first independent designer to partner with Le Bal des Débutantes in Paris