



## SHOWCASE

# UNMATCHED ELEGANCE

INSPIRED BY THE LAID-BACK LIFESTYLE OF MALDIVES, RITIKA RAVI, JEWELRY DESIGNER, AND FOUNDER, IVAR COMBINES THE BEST OF INDIAN CRAFTSMANSHIP AND CONTEMPORARY DESIGNS - CREATING PIECES THAT ARE EXCLUSIVE AND INIMITABLE



**Q. How did you get started in the industry?**

**A.** I've loved jewelry since I was very young and studied jewelry design at the London College of Fashion. When I came back, I wanted to start a fine jewelry brand that was both beautiful and easy to wear.

**Q. When it comes to design, what is your inspiration?**

**A.** My first two collections were inspired by the organic nature

Zero 1 from the 10.18 collection and I think it's an iconic piece and very representative of Ivar

**Q. What colours are your go-to?**

**A.** In general, I've always leaned towards neutrals but I couldn't possibly choose when it comes to jewelry

of the Maldivian Islands. The third one was inspired by my mother and is a contemporary take on the traditional Nelli ring. My upbringing in India and my exposure abroad inspired me to use traditional craftsmanship in creating contemporary pieces.

**Q. What has been your favourite design so far and why?**

**A.** One of the first designs I created for Ivar was Earring

**Q. One design that you saw recently, and has made an impression on you?**

**A.** I love the idea of versatile jewelry that can be worn in different ways and it is something I have tried to incorporate into my designs.