



support their various other initiatives which include keeping checks on the pollution of rivers and lands surrounding the mines, reforestation of lands, avoiding hard rock blasting etc.

Third Party accredited auditors have independently certified our factories and offices not only for general criteria but also for strict adherence towards responsible supply chains, human rights, labour rights and working conditions.

Apart from that we are fully committed to the Kimberley Process which ensures that all diamonds exported are conflict free.

At every stage in our sourcing and production, I keep challenging my vendors, associates and managers to come up with better, greener ways to create the same piece of jewellery.

**5. On your website you say you are inspired by your ancestral background, what specifically was it that you were inspired by?**

H: I come from a large community of diamond merchants and jewellers, who have their origins in Gujarat and Rajasthan.

While growing up, I remember our many visits to these regions on family gatherings and festival holidays where we visited various temples, monuments and museums.

I always marvelled at the craftsmanship, intricacy and painstaking details with which these wonders had been built.

## PATRICIA BATEMAN QUESTIONS THE IMPORTANCE OF ETHICS AND SPIRITUALITY IN LUXURY WITH PIONEERING JEWELLERY CREATOR HARA KH MEHTA.

**1. If you were to describe your brand in a sentence to someone who didn't know it, what would you say?**

H: Luxury inspired by India, the land of celebration and spirituality

**2. What is it about India, for you that make it such a spiritual place?**

H: Mahatma Gandhi once said, "Whatever else India may not be, she is at least one thing. She is the greatest storehouse of spiritual knowledge."

India has been the birthplace of many divine saints and gurus and has some of the most comprehensive literature on the subject.

It's not just that; it's the faith and beliefs of its people coupled with their discipline and lifestyle to adhere to the same that make it

so special. People from all across the globe travel to India in the quest to find their inner self and connect with their soul

**3. How does that spiritual connect come across in your jewellery?**

H: I think of spirituality as looking beyond the surface and seeking a more meaningful purpose of all facets of life. I believe there are two levels to this, one is what is obvious and right in front of you and the other is a far deeper level where I try to see what direction my soul is moving towards.

When we create our pieces, we always accompany them with a light spiritual write up based on my interpretation of the design or the piece, which will gently nudge the wearer to ponder on some of the deeper issues of life!

**4. Can you tell us how you ensure ethical sourcing and production of your jewellery?**

H: This is a subject that is very dear to us. We were the first Indian jewellery manufacturer to be certified by the Responsible Jewellery Council in accordance with their 2013 Code of Practices.

The Council's mandate is to ensure that the mines from which members source their gems and metal from are fully regulated and controlled to ensure that the communities involved in mining are paid fairly and are protected by the highest safety, working and environment standards.

I personally sit on the Council's communication committee and fully





Apart from that, it was a chance for us to visit the beautiful countryside. It was quite a treat for a city boy like me, (I grew up in Mumbai then called Bombay) especially in the monsoons complete with the peacocks and the vibrant rain dances that I would still love to escape to!

Hence raindrops, peacocks, songs and of-course architecture are some of the elements that feature in our jewellery.

**6. What is it that makes your jewellery unique?**

H: Our motto is simple – to create designs that communicate across the five senses and of course the mind. Unless the design speaks to us, makes us feel something unique, it will never become a HARAKH design.

Our jewelry is far beyond the ‘technicalities’ and ‘engineering’ – it is more about treasuring the age old traditions and blending with modern processes.

While modern technology can take manufacturing to new levels, simple craftsmanship passed down through generations’ remains integral and this is how our jewellery preserves the flavours of our heritage yet staying in sync with today’s times.

**7. Do you have a favourite piece or collection?**

H: It hard to choose as all have been created with so much thought and detail. However, I am currently enamoured by these beautiful earrings from the architecture collection that comprise of matched pear and brilliant cut diamonds accented with calibrated baguette and rare natural pink diamonds. There is something magical about them that transports you to the



pink sandstone arches of majestic temples that have been around for centuries.

Also there is a peacock ring that has been delicately crafted to reflect the dance and vibrancy of its gorgeous feathers. For this piece it took us nearly two months to set the diamonds in such a way that would give it the exact nuances of a handsome peacock strutting its feathers!

**8. Why do you think jewellery holds such importance in so many families?**

H: Jewellery is in a rare category of those articles that will last not only through a lifetime but also through generations!

When jewellery is bought or gifted, these often coincide with extremely special and intimate moments between loved ones. Jewellery pieces are a true treasure – not just of precious material but of priceless memories.

**9. How would consumers in the UK be able to purchase your jewellery?**

H: It’s actually very interesting – in a sense the journey to create these jewels started here, when about a decade ago I was an on-air guest at a leading TV shopping channel where I presented a range of jewellery inspired from the palaces of the Maharajas.

We are in talks with various UK fine jewellery retailers and will soon be available through our selected distributors.

You can also go onto our website [www.harakh.com](http://www.harakh.com) for the latest updates.

**10. What are the current trends transforming design and luxury**

H: I am seeing a lot of bold colours, expressions of individuality, there is a high demand for personalized treatments to everything– it is almost like the feeling of belonging to an exclusive club of like-minded people. The buzzword out here is definitely ‘experience’ over possessions.

**11. Do you plan to expand in the luxury interior space?**

H: There is so much stunning and exquisite art hidden in secret passages across India that is just waiting to be exposed to the modern world. Things are definitely in the pipeline. Watch this space for more!

