

When you meet Nupur Tron, her self confidence, panache and beauty are what catch your attention! When I first met this Indo-French jewellery designer who achieved runaway success with her stunning creations in a very short span of time, these are the thoughts that came to mind.

Nupur's story started when she left India at the age of 16 for a summer holiday to Connecticut, USA to visit her aunt and uncle. Mesmerised with the country's beauty she stayed back and continued her education and graduated from the Fashion Institute of Technology, New York. Adding to that she travelled extensively to Asia and Europe where she picked up the technical know-how of the fashion industry. With the majestic Rajput background and having lived in Paris with her French husband, it didn't take her too long to design her own jewellery collection which comprise of

exquisite strands of precious stones, intricately designed earrings, exotic neck pieces and much more. Nupur's designs are chic reinterpretations of traditional Rajasthani jewellery

The articulate founder of Nupur, the jewellery brand, speaks about designing, Paris, travelling and more ...

#### **Paris – my haven ...**

Although my roots are back in India, I have extensively travelled all around the globe while growing up. I went to a summer school at the Paris Fashion Institute and my life took a completely different turn in the city. On my last day in the city I met my husband Frédéric Tron in the museum of Louvre; we were engaged within two months and married after two years in St. Tropez. Paris is a magical seductive feminine city, no matter where you turn around you are surrounded by the garden of art, charm and beauty.



Carrying the legacy of traditional jewellery making, Nupur Tron's is a success story achieved in a very short span of time. Today her unique collections are showcased at Le Bon Marché, one of the oldest and exclusive department stores in Paris

■ *Script: Sudipta Dasgupta*

# Inspirational Creations

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One can encounter endless counts of inspiration at any given point of time in this enriched city.

**Unique creations...**

Jewellery designing is something that comes naturally to me since I grew up in the environment of fine exquisite jewellery making; jewellery that has been made with the utmost ancient technique that dates centuries back, using tradition and taste. I have seen my grandmother and mother design with our atelier (our own jeweller) who has been making jewellery for our family for generations. Today in the modern times, I try to keep alive the old techniques of jewellery making and traditions in my collections too.

**Jewellery making in the family...**

It was only inevitable that I would carry on the legacy of jewellery making that my grandmother and mother started, they have been my biggest inspiration. I have always been an artist; watching and observing the artistry world of fine craftsmanship which originated in India centuries ago. It is

a miracle that it has been preserved and sustained so well even today and I feel immensely proud to keep it alive.

**My collection...**

I would describe my collection as elegant, chic and sophisticated with immense allure! I work mostly with precious and semi precious stones like diamond, ruby, sapphire, emerald to amethyst, topaz, aqua marine etc... married with the oldest techniques of workmanship and craft; resulting in some of the most different and unique creations. Each of my pieces tells a distinct story through the magical interplay of light, colour and shapes.

**Inspiring cultures and traditions ...**

It is not only important but essential to be inspired by different cultures, history, traditions and heritage. And especially with a country like India which has immense history with one of the most enriched tradition and culture; it is always such an honour to be part of it!

I am very much inspired by old history like the empires





and grand dynasties of the Greek, Romans, Mughals and the Ottoman. They evoke rich history of art, architecture and design which are the pillars of design in every shape and form in our current world.

**The famous necklace...**

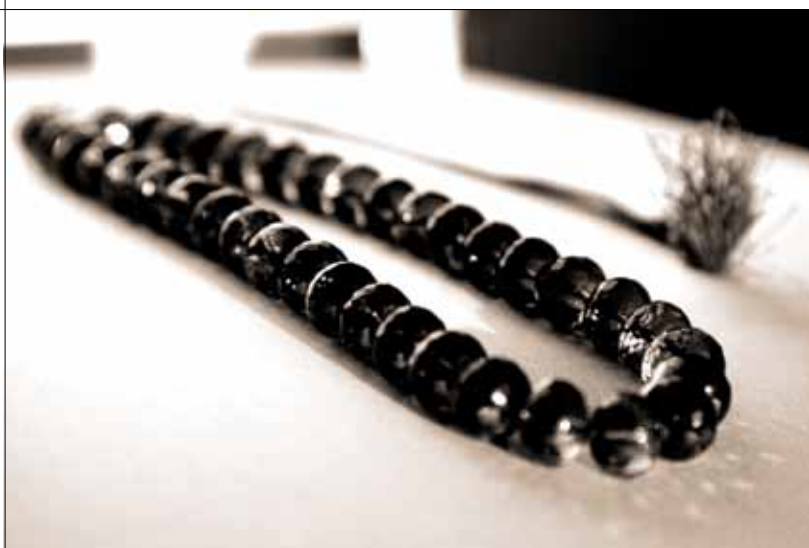
Once my mother-in-law had worn a necklace for a particular event which was designed by me, I had designed it in my free time. The piece caught the eye of Philip de Beauvoie, the wife of Le Bon Marché's director, who fell in love with it instantly and asked me to showcase the necklace at the store. And so the journey began, I started retailing from Le Bon Marché in November 2005. I have my design studio at Courbevoie, Paris where I create my designs and then have them made by Indian artisans in Udaipur.

**The face of my collection ...**

The face and muse of my collection is my 98 year old Grandmother who is beautiful and strong even today. She defines grace and elegance.

**Designers who inspire...**

Creativity seems to come naturally to me in every shape and form. There are so many great creators but the one that








has influenced me the most is Hubert du Givenchy. His style has timeless elegance. My other favourite designers are YSL, Balenciaga and Edith Head.

**The future looks good...**

I am really looking forward to 2010 as my work is evolving from not just being a creator but to being the Ambassadress of India in France for "art de vivre" (lifestyle and Culture). I have contemporary art projects to boost the art world of India in the west along with luxury sports events in Saint Tropez called "les drives de Saint Tropez" with Golf, Polo and Yachting.

I am also currently working on a documentary film about India with a French Television, the subject is - "Contemporary India through my eyes" which covers subjects like Art, Politics, Cinema, and Gastronomy. 



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