SUNITA SHEKHAWAT

JAIPUR

About The Brand

Made in Jaipur, for the world

Jaipur-based Indian jewellery brand, House of Sunita Shekhawat has been a pioneer in the modern-day revival of the art of *meenakari* since 1999. Faithful to age-old handcraftsmanship techniques from bygone eras, the label is steeped in the beauty of traditional methods while combining it with a future-forward approach towards novel forms and the clever use of colour.

Creative explorations of the Indian *meenakari* and French *plique- à-jour* techniques have led to a design language that is emblematic of their tenets: namely design led by technique, a celebration of Jaipur and a cosmopolitan outlook. Radiantly cut gemstones, an interplay of enamelling with unconventional colours, and one-of-a-kind construction make these fitting collectibles for the global connoisseur with discerning taste and an appreciation for time-honoured craft.

Jaipur is at the heart of the brand's DNA — it's not only where the jeweller's odyssey began, but it is also where the House and its artisans are headquartered too. The heritage, culture and architecture of the Pink City are enduring inspirations for the various collections. As a global hub for gemstones and, Jaipur serves as an equally resourceful backdrop for the brand's narrative to unfold. The grandeur of Rajasthan's royalty has a strong influence on the designs — especially as Sunita's early commissions were from the Her Highness Maharani Hemlata Rajye Sahiba of Jodhpur and the royal family of Bharatpur. The tye-dye hues of traditional odhanas, the colours donned during Holi and Diwali, and those that adorn the walls of the palaces and heritage properties around the city have all contributed to the designer's lauded play of colour. Furthermore, her practical mindset of making jewellery reversible and detachable have also contributed to giving polkis an inimitable refresh, thereby earning her the moniker of the 'modern meenakar'.

There is a sense of enduring permanence to every Sunita Shekhawat creation, which is not accidental. Working with the same artisans since 1999 has been central to their creative philosophy, and allows them to achieve an exacting consistency in every piece. Distinctive in every way, these classics are age-agnostic – meant to be worn (and passed down) by muses from all generations, over and over again. A desire to preserve the traditional through a modernist lens lends Sunita Shekhawat a unique legacy of Indian-ness fused with international appeal. These finely crafted treasures are proudly made in Jaipur, for the world.

SUNITA
SHEKHAWAT
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In the last decade, the House of Sunita Shekhawat has grown to be a family-run label with Niharika and Digvijay Shekhawat joining their mother to bring the brand's made-in-Jaipur sensibility to the world. With their constant need to innovate, the House's upcoming line-up includes art deco jewellery, and India's first-of-its-kind jewellery museum dedicated to polki and meenakari, located in Jaipur.

Sunita Shekhawat
The Founder

With unparalleled knowledge about gemstones, technique, colour and material, few understand the nuances of jewellery making quite like Sunita Shekhawat.

Born in the ancient town of Osian, near Jodhpur, the refinement of her aesthetic sensibility started at an early age. A childhood spent moving across the country aided her explorations of colour and form, which form the foundation of the label today. Moving to Jaipur, the bustling epicentre of coloured stones and fine jewellery, set in motion the journey towards building the House of Sunita Shekhawat. Shekhawat immersed herself in the study of gems at Gem & Jewellery Export Promotion Council, which, paired with her innate appreciation of jewels, further strengthened her vision to preserve the craft and create something equally beautiful and meaningful.

A firm believer in tempering creativity with expertise, the jeweller put the study of technique, material and colour first, which only buttressed the design which is so distinctive to the label. With Jaipur art and design at the heart of every Sunita Shekhawat creation, the designer has, over the decades, assumed the role of a torchbearer of Jaipuri culture in a modern context. A visionary with an unparalleled honed eye, Shekhawat has innovated with colours and patterns while retaining the sanctity of age-old crafts, which has earned her the moniker 'modern meenakar'.

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Online presence of brand

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