

MIJA by Kushal Shah: Lab-Grown Diamond Jewellery That Celebrates Love, Life, and Meaning

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Jewellery isn't just adornment — it's a reflection of who we are, our journeys, and the bonds we treasure. That's the philosophy behind **MIJA**, a contemporary lab-grown diamond and fine jewellery brand founded by **Kushal Shah**. With its versatile and meaningful designs, MIJA redefines how modern women embrace jewellery: as a celebration of love, life, and individuality.

? A Brand Born of Love

The name *MIJA* itself is a heartfelt ode to Shah's parents, **Minita and Jaimin**, whose love story and resilience inspired the brand. "MIJA is life, love. It is what you want it to be — a form of self-expression, a memory, a milestone. For me, it's my father's mark on the world and our shared dream," shares Kushal. After three decades in the diamond industry, MIJA is his way of carrying forward a legacy rooted in authenticity and passion.

? Collections Inspired by Life's Journeys

MIJA's pieces are more than accessories — they are wearable stories:

- **Bubble:** Playful and whimsical, this collection draws from the carefree joy of childhood. With round, fluid designs, it evokes nostalgia while adding a spark of lightness to fine jewellery.
- **Line of Life:** Reflective and emotional, this collection captures the bonds and memories that give life meaning. Sleek bars symbolize destiny, while diamonds represent the unforgettable connections we make along the way.
- **Leher:** Meaning "wave," this edit celebrates life's unpredictability. Flowing curves remind us that detours often lead to beautiful destinations — a tribute to the poetry of change.

? For Today's Woman

For the modern woman, jewellery is no longer just ornamentation. It's **personal, versatile, and powerful**. As Kushal explains, "She chooses pieces that reflect individuality, celebrate milestones, and move effortlessly from everyday moments to life's biggest chapters." MIJA's lab-grown diamond designs embody this balance of meaning and modernity. Whether it's the innocence of *Bubble*, the depth of *Line of Life*, or the fluidity of *Leher*, every MIJA creation is a piece of love, memory, and self-expression.

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