

Designing from the Heart: Nilaya Reddy's Personal Take on Modern Heirlooms

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For nearly a decade, **Nilaya Reddy** has crafted jewellery that speaks as much to the heart as it does to the eye. With the launch of her new studio in Adyar, the designer is offering more than bespoke adornments — she's creating a space where memory, meaning, and modern design converge.

"I wanted to create something that felt calm, personal and inviting," Reddy says of the studio, which features traditional wall installations balanced by minimal elegance. *"It just felt like the right time."*

Designing with Emotion & Intuition

Reddy's career began with quiet, word-of-mouth commissions for friends and family. Over time, her designs became known for their emotional resonance. *"Every piece of jewellery carries emotion—whether it's a gift, an heirloom, or something you wear during a life milestone. Design is as much about intuition as it is about technique,"* she explains.

Her aesthetic blends organic forms — vines, birds, temple-inspired textures — with understated refinement. While clients often gravitate toward polished gems, Reddy herself leans toward uncut and rose-cut stones with a raw, timeless quality. *"Even the gold we use is never bright or glossy,"* she adds.

Jewellery as Memory

Reddy recalls a moment that deepened her perspective on design: *"I was working on earrings for a friend going through a tough phase. We ended up talking more about life than jewellery. That's when I understood how much meaning people attach to what they wear."*

This belief is evident in her newest collection, where a ruby necklace holds particular significance. *"It has this deep, moody red. When the light hits it, it glows. I designed it during a time when I needed both strength and softness. It became about more than just the look—it was what the colour made me feel."*

Crafting Modern Heirlooms

One of her most cherished projects involved reworking a young bride's grandmother's gold into a contemporary wedding piece. *"We melted some pieces, kept a few as they were, and built something entirely new. It was emotional—for her, and for me. That's when you realise jewellery isn't just about aesthetics. It's memory. It's family. It's comfort."*

With her Adyar studio now open, Nilaya Reddy is carving a space where jewellery transforms into storytelling — turning personal histories into modern heirlooms.

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