

Meenu Subbiah Unveils Vilasam, Vamsam, and Menaya: A Modern Tribute to Chettinad Legacy

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Jewellery Inspired by Legacy: Meenu Subbiah Launches New Luxury Lines

Renowned jewellery designer **Meenu Subbiah** has launched three distinct luxury jewellery lines—**Vilasam, Vamsam, and Menaya**—each embodying its own aesthetic, philosophy, and timeless authenticity. Drawing on over **20 years of research**, including visits to museums, conversations with historians, and interactions with knowledgeable elders, Meenu has carefully explored the legacy of **Chettinad jewellery** and fused it with modern design sensibilities.

Vilasam is a personal homage to her Chettinad roots, reflecting the grandeur and symbolism of Tamil heritage. “**Every piece has a purpose, every detail carries meaning, and every design holds heritage,**” Meenu says, explaining the inspiration behind Vilasam. The line celebrates the artistry of Nagarathar motifs and the unmatched craftsmanship of skilled aasaris.

Vamsam celebrates India's diverse regional craftsmanship, honoring traditional techniques while retaining modern appeal. Menaya, on the other hand, is a forward-looking line that emphasizes **self-expression and versatility**.

“Jewellery doesn't always need an occasion,” Meenu notes. “Menaya lets you feel effortlessly dressy whenever you desire.”

All three lines feature rare gemstone cuts—**portrait and pie cuts**—with rubies, emeralds, sapphires, and tourmalines, creating pieces that are both **intimate and luxurious**. Crafted entirely in-house at Meenu Subbiah Diamonds, with locations in **Chennai, Coimbatore, Trichy, Karaikudi, and the US**, the collections reflect a deep commitment to **authenticity and craftsmanship**.

Looking ahead, Meenu is optimistic about the future of Indian luxury jewellery. “Indian customers today are **well-informed and discerning**, which encourages exploration of diverse designs. It's challenging, and that's what makes it exciting,” she shares.

With these launches, Meenu Subbiah not only celebrates **heritage and history** but also pushes the boundaries of modern Indian jewellery, making timeless elegance accessible to a new generation of connoisseurs.

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