

Sajjante Launches Pret Collection in Chennai: Wearable Art Meets Everyday Luxury

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Chennai's design aficionados have reason to celebrate as **Sajjante**, the boutique jewellery house founded by master goldsmith **Sajil Shah**, unveils its much-anticipated **Pret Collection**. Known for bold, sculptural forms that straddle Indian heritage and modern design, Sajjante transforms jewellery into **fluid, wearable art—refined yet effortless**.

Designed for Real Life

While the Pret Collection may seem a departure from the brand's high jewellery roots, co-founder **Sanjana Shah** describes it as "an embrace, not a shift." "Our high jewellery will always remain the heart and soul of the brand," she explains. "Pret is more of an expansion—born from a personal need for jewellery that moves fluidly through life's everyday moments without losing design integrity."

The collection was born organically. "I wanted jewellery I could wear from school drop-offs to boardroom meetings without compromise, yet still carry the artistic spirit of our high jewellery. That's how Pret was born: personal, intuitive, and rooted in real life."

Sculptural Yet Wearable

Translating Sajjante's signature sculptural language into wearable formats, Pret retains the brand's core ethos: **emotional resonance, fine craftsmanship, and artistic design**. From abstract interpretations of natural forms to subtle nods to Mughal arches and Art Deco lines, Pret celebrates individuality. "It isn't only about being lighter," Sanjana notes. "It's about jewellery that doesn't have to live in a safe. Pret is personal—something you buy for yourself, wear every day, and connect with."

Chennai: The Perfect Backdrop

Chennai was a deliberate choice for the launch. "The city fascinates us with its rich visual culture, where ancient traditions and modern aesthetics coexist beautifully," Sanjana shares. "Our jewellery, crafted with traditional European hand techniques but deeply Indian in soul, feels at home here."

Though contemporary, the Pret Collection consciously **resists trend cycles**. "Pret suggests fashion-forwardness, but we don't follow trends," she asserts. "Our aim is timelessness—jewellery that stays relevant today and can be passed down tomorrow."

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