

Poonam Soni's Jewels Eleven Showcases Rare Indian Jewellery Crafts from 8 Cities

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Mumbai / National – Celebrated jewellery designer **Poonam Soni**, credited with introducing bespoke jewellery to India in 1989, has unveiled a new chapter in her illustrious journey with the launch of **Jewels Eleven**. Its debut collection, **Treasures of India**, is a carefully curated showcase of rare artisanal jewellery from **eight Indian cities**, each piece highlighting the unique craft and cultural legacy of its region.

A Collector's Curated Treasure

Unlike Poonam Soni's signature line—known for fusing multiple crafts into one jewel—**Jewels Eleven** celebrates the purity of a single craft. "Each piece showcases a single craft from one region, allowing it to shine in its purest form," explains Poonam. For instance, a **Bikaner polki necklace** is entirely created in the Bikaner tradition, without blending other techniques.

The result is a collection that offers **clean, classic, and timeless designs**, meticulously handcrafted with rare and precious stones. One standout piece is a necklace featuring a **182-carat cabochon Russian emerald**, celebrated for its exceptional vibrancy and balance in colour. "Once sold, such a piece simply cannot be sourced again," affirms Poonam.

Honouring India's Craftsmanship

From **tribal gold work** to **carved emeralds**, the *Treasures of India* collection is a tribute to India's extraordinary diversity in jewellery craftsmanship. "India is a veritable hothouse of culture and jewellery, producing an extraordinary variety of techniques and designs. With this collection, we've handpicked exceptional pieces that are rare, timeless, and true legacy jewels," shares Poonam.

The philosophy behind **Jewels Eleven** is deeply personal. "It wasn't a strategic plan—it came from my love for Indian arts and crafts. This is my way of offering our collectors the best of India's heritage and artistry in a cohesive form," she adds.

Legacy Pieces for the Future

While her earlier designs often took months of collaboration between multiple artisans, **Jewels Eleven** allows each craft to stand alone, making every piece a statement of authenticity and purity. These jewels are designed not only for aesthetic pleasure but also as **heirloom investments**, meant to be passed down across generations.

With **Jewels Eleven: Treasures of India**, Poonam Soni has created more than just a collection—it's a celebration of India's timeless artistry, transformed into wearable legacies.

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