

## Fashion Designer Puneet Gupta Debuts Fine Jewellery Line 'Deco Luméaura'

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Renowned traditional and occasion-wear designer Puneet Gupta has entered the world of fine jewellery with the launch of **Deco Luméaura** — a collection that reimagines jewellery as wearable art.

Gupta described the collection as “an exploration of transformation—of material, of story, of self,” and emphasised that “true luxury isn’t perfect; it is intentional.”

### The Collection: Craft & Material

- **Materials & Craftsmanship:** The pieces in Deco Luméaura — including cocktail rings, bangles, chokers, necklaces, and statement evening bags — are made from recycled brass with a 24-carat gold finish.
- **Natural Stones & Handmade Finish:** Natural stones are used deliberately to preserve their unique, imperfect forms. Every item is hammered, polished, and engraved by hand.
- **Design Language:** The collection fuses the geometry of Art Deco with motifs from South Asian heritage — incorporating imagery like camels, butterflies, and tassels.

### The Inspiration Behind Deco Luméaura

Gupta drew creative inspiration from the “dramatic landscapes of Ladakh,” aiming to capture its rugged beauty and calm mystique in jewellery form.

By blending heritage-inspired motifs with modern craftsmanship and Art Deco influences, Deco Luméaura seeks to offer a bridge between tradition and contemporary style.

The entry of an established fashion-wear designer like Puneet Gupta into fine jewellery highlights a growing trend in India: designers expanding their creative expression beyond clothes into jewellery.

Collections like Deco Luméaura reflect changing consumer sensibilities — with fine jewellery increasingly seen not only as a symbol of tradition or occasion wear, but as wearable art that complements contemporary fashion and personal style.

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