

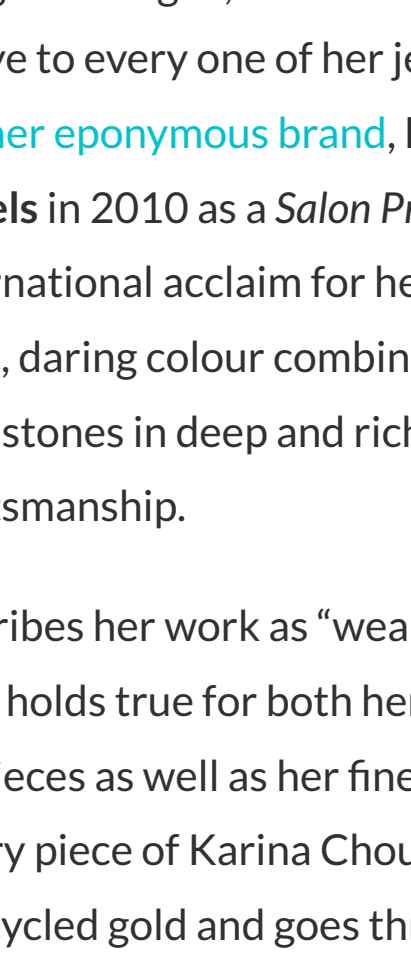
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Inside the Bejewelled World of Jewellery Designer Karina Choudhrie

written by Reema Farooqui | July 25, 2025



Karina Choudhrie is a jewellery designer with a unique and intriguing aesthetic perception. Her vibrant creations meet at the compelling intersection of jewellery design, artistry and storytelling.

Born in Mumbai, raised in Dubai, educated in California and now calling London her home, Choudhrie's background is richly layered and deeply informs her artistic and creative vision.

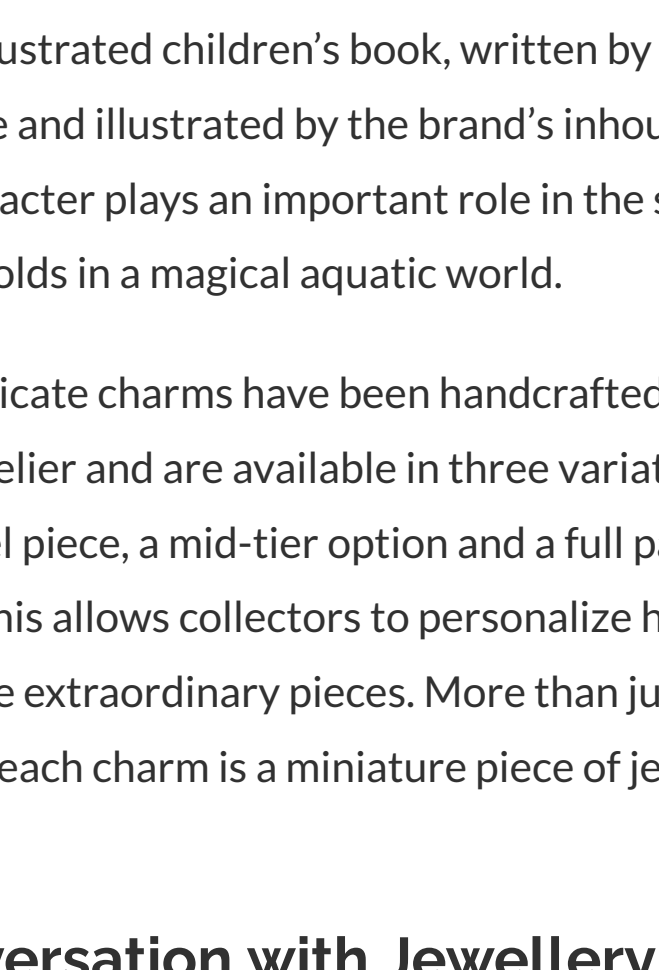
A GIA certified gemmologist, Choudhrie brings a connoisseur's eye to every one of her jewelled creations. Since founding [her eponymous brand, Karina Choudhrie Jewels](#) in 2010 as a *Salon Privé*, Choudhrie has earned international acclaim for her distinctive design aesthetic, daring colour combinations featuring exceptional gemstones in deep and rich colours, and meticulous craftsmanship.

Choudhrie describes her work as "wearable sculpture." This description holds true for both her one-of-a-kind high jewellery pieces as well as her fine jewellery collections. Every piece of Karina Choudhrie jewellery is crafted from recycled gold and goes through eight rounds of polishing, to ensure the mirror-finish that has become the brand's signature.

In addition to the 70 or so unique and bespoke high jewellery pieces that Choudhrie crafts every year, the brand debuted two extraordinary [fine jewellery collections](#) this past year : Vitamin Pink Ribbon and The Big Splash Circus.

Each collection is a masterpiece in its own right, showcasing the breadth of Choudhrie's talent as a jewellery designer. From the geometric precision of the Vitamin Pink Ribbon collection to the endearingly whimsical characters of The Big Splash Circus, as jewellery lovers, we are treated to a rare delight – two collections with entirely distinct design aesthetics and craftsmanship techniques, both produced by an atelier that is renowned for its uncompromising commitment to quality and excellence.

Vitamin Pink Ribbon Collection



Vitamin Pink Energy Ribbon Studs in Grey Mother-of-Pearl

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The [Vitamin Pink Ribbon](#) fine jewellery collection is a delightful blend of rich colours and clean metal tones, where texture and the play of light come together to create jewellery pieces that are both modern in aesthetic and timeless in appeal.

The collection takes its design inspiration from the fine weave of grosgrain ribbons and builds upon the chic silhouette of the brand's signature Vitamin Pink collection. Set with diamonds and a variety of colour-infused gem materials, including vividly hued hardstones and shimmering mother-of-pearl, the collection is sculptural in design and brims with bold energy.

The Big Splash Circus



Jellyfish Pendant Charm

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The [Big Splash Circus](#) is a jewellery collection like none other. It is a labour of love that took ten years to bring to life, from concept to finished pieces. The collection features meticulously crafted sculptural pendant charms.

These charms are based on twelve adorable characters from an illustrated children's book, written by Choudhrie and illustrated by the brand's inhouse artists. Each character plays an important role in the story which unfolds in a magical aquatic world.

These intricate charms have been handcrafted at the brand's atelier and are available in three variations: an entry-level piece, a mid-tier option and a full pavé luxury version. This allows collectors to personalize how they wear these extraordinary pieces. More than just jewellery, each charm is a miniature piece of jewelled art.

A Conversation with Jewellery Designer Karina Choudhrie

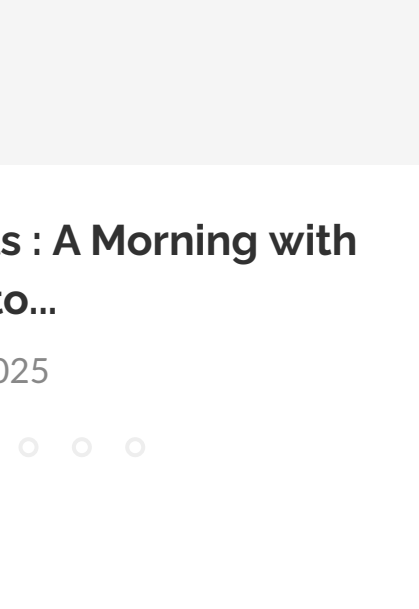
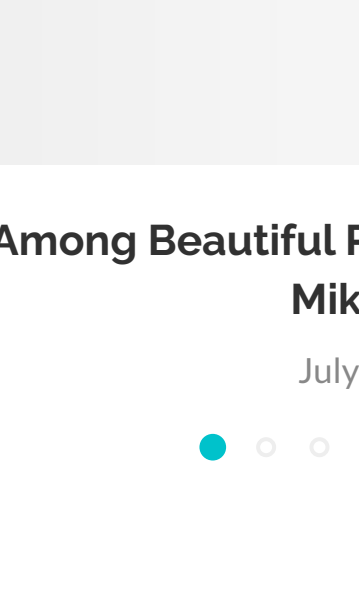
I recently had the opportunity to catch up with Karina and talk all things jewellery.

Karina, what first drew you to jewellery design? What has been the most memorable moment of your jewellery journey thus far?

I am an artist at heart, I have always loved creating, making art, music, since I was a child. There have been many, but perhaps one of my proudest moments was launching my fine jewelry collection two years ago. I spent 15 years working on bespoke commissions and it was a real milestone for me to launch my own branded collection.

Your collections feel deeply narrative-driven —how important is storytelling to the brand, and how does it influence your creative process?

You're right – I love telling a [story](#) with my collections. I source inspiration daily, and I am always sketching ideas, sometimes I will find myself coming up with an entire collection after traveling to an inspiring destination, or experiencing new music or art, or coming across a piece of history. It's an incredibly impactful medium to work in.



High Jewellery Earrings ; High Jewellery Necklace, Karina Choudhrie Jewels

How do you balance innovation with tradition in your designs, especially when working with classic materials like diamonds and colored gemstones?

For me it was important to create pieces that could be seen as updated classics – I wanted to make everyday jewelry *better*. I am meticulous in my craftsmanship, and I am always looking for new techniques that will improve a design, for example my 'Magic Bracelet.' This is my take on a traditional tennis bracelet but it has this gorgeous motif and a hint of stretch, which makes it a seamless and comfortable design. I am always looking for ways to elevate a traditional silhouette.

What inspired the Vitamin Pink collection? Pink is often associated with femininity, but your designs give it a bold, contemporary twist—how did you approach this balance?

Vitamin Pink was my first fine jewelry collection and it is totally symbolic of my brand DNA. Yes, pink is feminine, but the vitamin aspect is about energy and vitality, joy and positivity. I am a female founder and I surround myself with strong, powerful women – I love that this collection reminds us of the energy we need daily, and that most of us couldn't do it without our tribe.

Can you tell us about the specific gemstones and materials used in the Vitamin Pink collection, and why they were chosen?

Vitamin Pink is crafted in 18K gold. We make nearly every piece in yellow, rose and white gold, and many pieces have multiple ways of wearing them. It's about versatility in luxury. We love incorporating diamonds, but we also use hardstones like tiger's eye, turquoise, lapis and malachite. I am a big proponent of celebrating all of earth's magical treasures, whether that is a nearly perfect diamond, or an included semi-precious gemstone – they all have their own beauty from within.

How did the idea for the The Big Splash Circus collection come about? Was there a specific moment or inspiration that sparked it?

I had an idea for a Children's Book many years ago, with the same name – The Big Splash Circus – it is all about celebrating everyone's individual talents. And at the same time as I was developing these characters, I realized this could be an unbelievable, groundbreaking charm collection.

My desire to bring these characters to life came with its challenges – I went through several years of development, I wanted each of the cast to have its own extraordinary details. My workshop would send me a model and I would send it back, and then it would come back again and it wasn't quite right – it was important to me to honor the high jewelry aspect of the line. So I added little details like the Lantern Fish's movable popcorn box, or the Starfish's spinning tire.

The Big Splash Circus collection brims with whimsy. What are the core themes or emotions you want to convey through it?

These characters are a bit cheeky, but because they are crafted so beautifully, they also can be taken seriously for a true jewelry lover. What I want to convey is that we all need a little laughter and joy in our lives. There is so much jewelry out there I love that this is unlike anything else in the world and to me that is what is so special.

Could you walk us through the craftsmanship behind one of your favourite pieces in The Big Splash Circus?

That is like asking me to choose a favorite child! I love them all! But if I had to choose one that calls to me, I would say it has to be The Seahorse. I just love its little eyelashes and curlicue hair – isn't she just the sweetest?!

What's next for Karina Choudhrie Jewels? Are there any upcoming collections, creative directions, or personal milestones you're especially excited about?

We just had our 2nd showing in Vegas, which was very successful for us from both a retail and press perspective. We are very excited to be launching in new locations including in Mexico City this fall. Also, we are opening up at the Ritz Paris, which is a true dream come true. We will be in amazing company and it's an honor to witness Karina Choudhrie among such incredible, global brands.

Featured Image: Gold, Coral and Diamond High Jewellery Bracelet, Karina Choudhrie Jewels

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