



Jewels' Joy is a young Italian trademark originated from the combination of the local high fashion and its creators' feminine inspiration. J&J bijoux date back to the mists of time...

An ancient village dots the volcano's flanks, in une with the confusing plash of the Mediterranean sea stretching out towards the horizon ... t is inhabited by sea people, people with long to cover with endless days spent in the

middle of the sea, where women wait for years and years for them to come back and get married. Dense and romantic love letters shorten these long waits.

And it is here, in these villages, along with this love and

sea fragrance, that legend glides into reality: sto ries are indeed told of a sea man, coming from that very village at the feet of Vesuvius, that, du ring a long journey, first started carving his wo man's face on a sea shell, waiting to give it to hi beloved once back on shore.

Without such a long-lasting intimacy with the sea, eternalized by the great Neapolitan goldsmith craft school, centuries-old seashells' domain, the ethereal and voluptuous beauty of the carvings on the cameos of the collection "My own cameo" would have never seen the light.

Although the classical look of the female subject hat used to befriend the voyaging sailors fail from home has remained unchanged, the Jacameo today plays on past and present times with the originality of materials framing it in ar

unusual accessory, for which it becomes a precious jewel.

J&J cameos are hand carved by masters on original materials, sardonyx shell and agate stone, selected for their

very unique and always different way of reflecting the light, which makes every single piece unique.

And it is from the encounter of this uniqueness with the creativity of the accessories, that the name of this new J&J collection stems from: "My own cameo", a unique and inimitable jewel for a woman who likes to stand out.



DOUBLE-FABRIC STOLE, ALCANTARA®, SHANTUNG, CAMEO IN AGATE STONE, SARDONYX SHELL



JJ-CM-100 JJ-CM-101

Size S/M 1,50 mt Size. L 2,00 mt (with buttons, code JJ-CM-101) Available in the colours: rubine, turquoise, cream





Innovative fashion accessory, the soft neck warmer in pure cashmere, quilted with ecological fur fabric fastened with a jewel button, can be worn for a fashion winter shopping along the city centre streets, or it can simply adorn the neckline, once an inner high temperature is reached. The preciousness of the materials and the fineness of the cameo, do indeed make this garment suitable for any moment of pure elegance and singularity. Three different subjects and as many interchangeable colours for a sure fashionable effect on any occasion.



DOUBLE-FABRIC NECK WARMER:
ASTRAKAN ECOLOGICAL FUR FABRIC,
PURE CASHMERE, CAMEO IN AGATE STONE,
SARDONYX SHELL

JJ-CM-110

Available in the colours : rubine, blue, cream







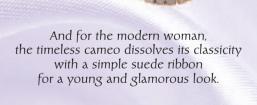


JJ-CM-120-20.6-3

A sophisticated and precious jewel, where light, shapes and style blend into a graceful touch of originality.
A cameo with unusual features, from transparency to light inlays, alternate thus creating an inimitable intensity: an elegant and original choice for a class jewel and an outstanding look.



JJ-CM-130-10-L339-5



JJ-CM-10-CLSP



A clean lines and modern glamour parure, the result of expert craftsmen who have studied the shapes and made the materials, among which is a romantic macrame with glittered inserts.



NECKLACE: JJ-401PX-91-12



BRACELET: JJ-403PX-6 RING: JJ-404PX-91



BRACELET: JJ-403PX-12 RING: JJ-404PX-91-90



NECKLACE: JJ-401PX-91-6



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