

ELLE

The designer Jig Pattni was born into a family whose history is firmly ingrained within the glamorous jewellery-making industry that stretches back nearly 500 years. From an early age, the young protégé's designing intellect was a result borne of humble beginnings, sweeping up gold dust from his familial business to making jewellery from scratch.



After investigating the retail side, learning how to value items of jewellery, Jigs began to understand trends and styles, learning the movements and influences of the fashion industry. Now, working from a base in Hatton Garden, Jig decided a more back-to-basics approach in order to concentrate on his designs. Focusing expressly on creating a series of pieces reflecting his ambient yet dramatic ideas, Jigs delivered, wowing the jewellery elite with his stunning 'Seven Deadly Sins' collection, which won him two prestigious accolades as a result.

Watching Jig translate emotions, desire, passion and relationships into his work is truly amazing. It is no wonder that he has made a name for himself as a leading designer in bespoke pieces, which makes up 90% of the work he produces. Having bespoke pieces made Jigs is not as easy and straightforward as one might imagine. Jigs has a set client criteria when it comes to bespoke designs, he says, "They must know themselves, know their passions and must know their worth. This coupled with being opened minded allows for the piece to be more directly representative of the individual".

His business acumen and exclusivity in producing one-off pieces has resulted in very positive feedback from the industry, earning him greater commissions and more work. Using Platinum and Gold, his client is given the unique privilege of keeping the original artwork and packaging, which is almost as exclusive as the design itself.

www.jigpattni.com

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