

# COOMI

## BIOGRAPHY

### *The Designer*

*Born in Bombay, India and a graduate of art history and design, Coomi Bhasin began her career in jewelry over a decade ago. She and her husband Hari, a commercial builder, relocated to the U.S in 1977 and used her innate sense of design and engineering to help create a successful family business. Her experience as an architect, landscape, and textile designer, help harness her creativity and artistic nature that launched her namesake label in 2002.*

*The Coomi gold collection is a true reflection of her diverse background as a designer. She has built a signature style that combines a modern and ancient aura. Pieces are hand finished and hand set giving them a one of a kind appeal. The use of 20k gold and rose cut diamonds are the mainstay of her collection accented by brilliant diamonds and other precious gemstones and diamond beads. Coomi over-sees all the cutting of rose cut diamonds with an engineer's precision for detail and artisan's eye for beauty and rarity in design.*

*In September 2012 Coomi introduced her silver line aptly named COOMI47AG. 47 is the atomic number for silver while AG is the symbol of Argentum the Latin name for silver. Coomi has explored the vast reaches of her imagination to produce her multi-faceted silver collection, drawing inspiration from childhood memories and her fascination with the elements from nature.*

*Coomi's designs are well recognized. She was named a "Rising star in fine jewelry" in 2006 by the Fashion Group International, and won the DPS & JCK Diamond right hand ring design completion in 2004. In 2012 Coomi was inducted into the Council of Fashion Designers of America.*



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## *The Jewelry*

*“As far back as I can remember I’ve always had a passion for jewelry and the process of creating tangible beauty. Growing up in Bombay, India it is part of daily life. It’s all around you. At every social level, you see women wearing incredible pieces from their foreheads down to their feet. I can recall as a very young girl, going to visit my grandmother and if I wasn’t wearing jewelry, she would joke and ask if I was in mourning.”*

*Drawing inspiration from her background in textiles and architecture as well as naturalistic forms of her native India and combining them with influences such as “the skyscrapers of Manhattan to the eclectic mix of People and street life of downtown New York,” Coomi has built a signature style which combines a feeling of ancient and modern, ornate yet delicate. Pieces are hand finished and handset giving them a one of a kind appeal. 20k Gold and rose cut diamonds is the mainstay of the collection, accented by brilliant cut diamonds and precious gemstones and diamond beads. Coomi overseas all the cutting of the rose cut diamonds with an engineer’s precision for detail and an artisan’s eye for beauty and rarity in design.*

*“Women today have their basic jewelry wardrobe staples,” Coomi explains. They want pieces, which have a story behind them and are still versatile. When I sit down to design, this is in the forefront of my mind.” There is also an Eastern feeling in the placement of each stone, the high karat gold and the motifs which all have spiritual meaning and symbolism to help bring growth, balance and positive energy into the wearer’s life. “I hope that women can relate, identify, derive pleasure and see the beauty and possibilities in themselves by wearing my pieces. I believe that only when jewelry is worn on the body that it is complete. For its relationship to the wearer that has its most profound significance.”*