

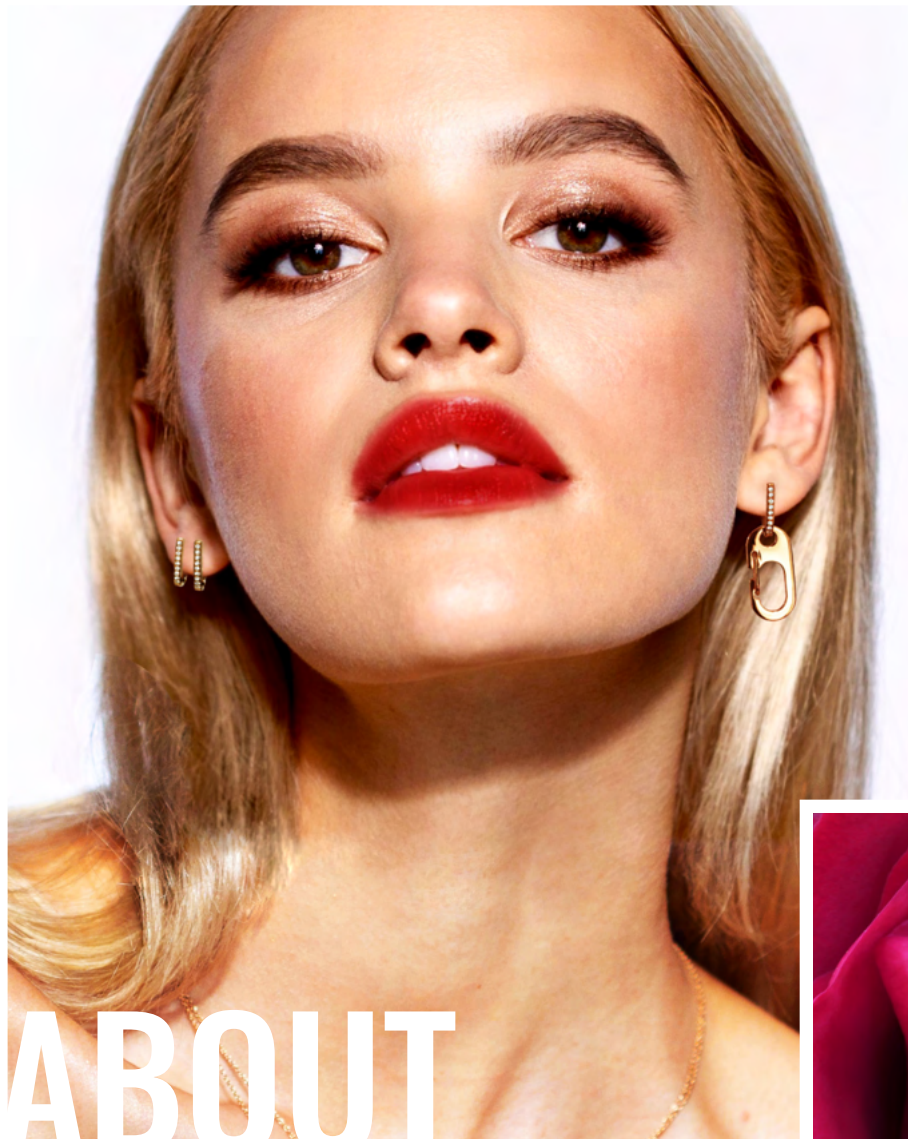


SAMSARES

PRESS KIT

SUMMARY

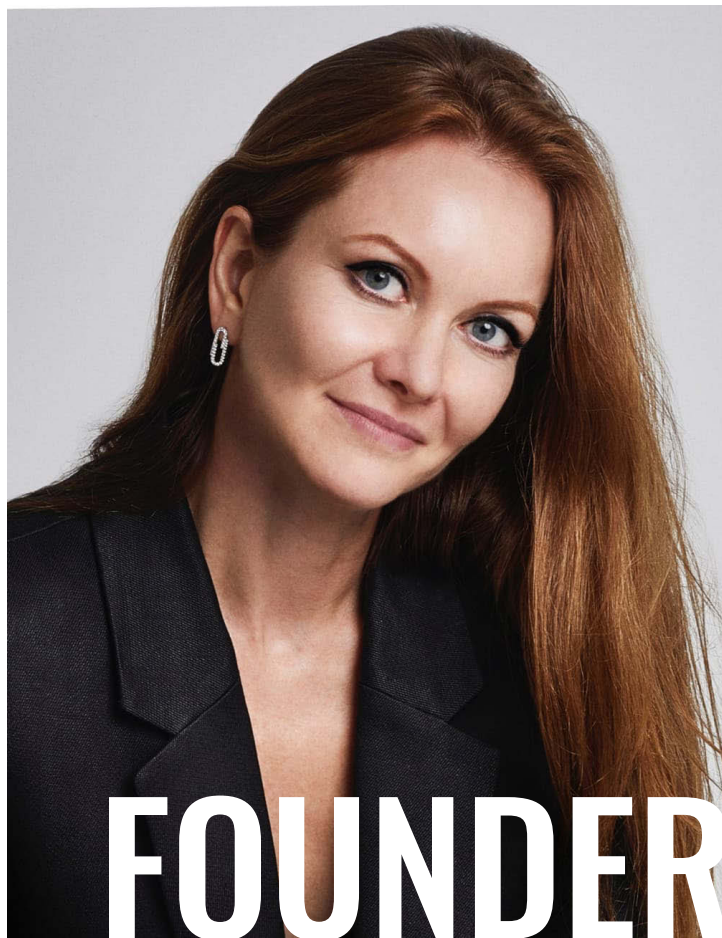
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Samsares is a contemporary luxury brand founded in Switzerland in 2023 by Kristina Jeanneret with the intention to reimagine classic fine jewelry for women of today. Samsares is a made-up word, which was invented as a passcode to a game—a destination of freedom, lightness, and joy.



FOUNDER AND ARTISTIC DIRECTOR OF
SAMSARES, KRISTINA JEANNERET, REVEALS THE
BRAND'S STORY, VISION, AND INSPIRATIONS.



Samsares is a story that started in my childhood. I was a creative and rebellious child, frequently questioning the rules, not easily abiding by them, and often retreating into my realm of fantasy. I used to play an imaginative game that was set in a magical universe, where nothing was impossible, where I could feel free and experience the joy of fantastic adventures. To enter this fascinating world I created a password—a made-up word "Samsares". I liked the way it sounded—mysterious and exciting—like the word from an ancient language, inviting one to take the risk and enter the unknown.

When creating the brand, I wanted to infuse it with the same energy from my childhood game and share the emotions of lightness and ease. My intention was to create jewelry with a youthful, liberated spirit that embodies the notions of freedom and confidence.

This vision comes to life through a unique palette of inspirations, taking cues from mythology, art, fashion, cultural encounters, and the fascinating universe of gemstones, where aesthetic sublime meets the power of symbolism.

As a girl, I loved playing with my mother's and grandmother's jewelry. The vibrant beauty of precious stones has deeply enchanted me and awakened a lifelong fascination. To me, every gemstone is a masterpiece of nature and a tiny universe that exudes a unique and symbolic energy. Set into Samsares jewelry, gemstones transcend mere beauty and serve a deeper purpose, intended to become meaningful talismans, symbolizing personality and style.

Combining the timeless beauty of precious stones with modern interpretation, I aim to create sophisticated and distinctive jewelry that exudes the enigma of today.

IDENTITY

Distinguished by exceptional materials, exquisite craftsmanship, and fair production processes, Samsares' mission is to create jewelry that transcends the definition of adornment and becomes the statement of self-affirmation.

Straying away from traditional rules but under-pinned with deep reverence for classic style, Samsares reinterprets universal themes of design through a contemporary lens, bringing forth precious creations that unite clear geometric modernity with the refinement of sophisticated elegance. The identity that emerges from this vision is a dialogue of contrasts. Each jewelry piece renders a signature balance of opposing traits, aligning audacity, confidence, and strength with delicacy, subtlety, and sensuality.

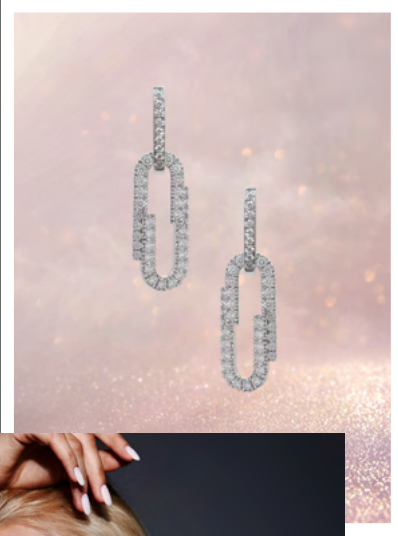
Designed for the effortless everyday wear and the fun of personalization, each collection is finely tuned to fit into the life of an independent and confident woman who finds power in her presence.



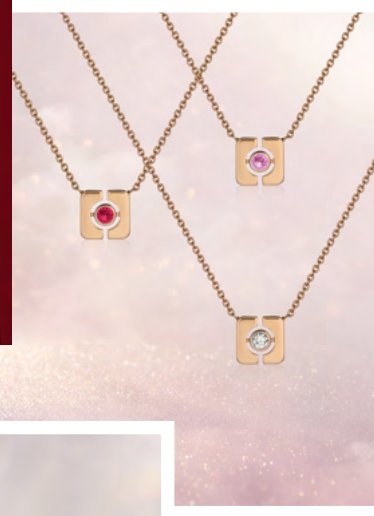
COLLECTIONS

Athena

Duo



Color Code



Inner Eye



Punky



Link

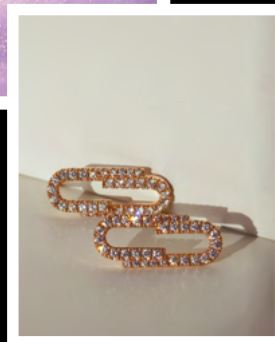


Soulmate



Sophisticated and playful, the Duo motif is interpreted in many versions, alternating between solid gold and pavé set with diamonds and colored stones.

Duo collection allows versatile styling, offering necklaces and a range of single earrings in three different sizes and in different colors of gold to mix and match.



collection **DUO**

The Duo collection is a luxurious manifestation of modern minimalism with a symbolic statement. Two geometric elements intertwine into a signature Duo motif, which symbolizes connection and perfect balance.

collection **DUO**



DUO EARRING medium size, stud

18K white gold
Diamonds 0.22ct, G/VS
1620 Eur



DUO EARRING medium size, stud

18K white gold
Pink Sapphires 0.31ct
1060 Eur



DUO EARRINGS mini size, studs

18K rose gold
Diamonds 0.24ct, G/VS
1950 Eur



DUO EARRING mini size, hoop with removable motif

18K rose gold
Diamonds 0.27ct, G/VS
1830 Eur



DUO EARRING medium size, stud

18K rose gold
Diamonds 0.25ct, G/VS
1720 Eur

DUO NECKLACE mini size, double

18K white gold
Diamonds 0.25ct, G/VS
2550 Eur

DUO NECKLACE mini size

18K rose gold
Diamonds 0.12ct, G/VS
1750 Eur

DUO NECKLACE medium size

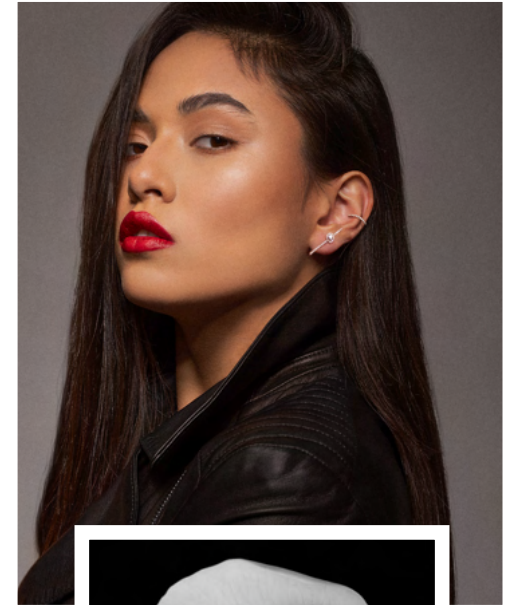
18K rose gold
Diamonds 0.4ct, G/VS
3280 Eur



collection ATHENA

A subtle statement of confidence and strength, this collection adopts the warrior's aesthetic. It features a spear and a shield—Athena's symbols of power and protection.

The softness of the pear cut and the austerity of sharp, geometric lines blend, creating jewelry pieces that are at once delicate and fierce. The diamond version of Athena jewelry sets up a luxurious minimalist effect. The ruby version is more extravagant, and pieces with pink sapphire have a soft, feminine touch.



collection **ATHENA**



ATHENA EARRING

18K rose gold
Diamonds 0.28ct, G/VS
1680 Eur



ATHENA EARRING

18K rose gold
Pink Sapphire 0.14ct,
Diamonds 0.18ct, G/VS
1310 Eur



ATHENA EARRING

18K white gold
Ruby 0.14ct,
Diamonds 0.18ct, G/VS
1310 Eur



ATHENA EARRINGS

18K rose gold
Diamonds 0.27ct, G/VS
2140 Eur



ATHENA EARRINGS

18K rose gold
Pink Sapphires 0.28ct,
Diamonds 0.12ct, G/VS
1700 Eur



ATHENA EARRINGS

18K rose gold
Rubies 0.28ct,
Diamonds 0.12ct, G/VS
1700 Eur



ATHENA RING

18K rose gold
Diamonds 0.21ct, G/VS
2360 Eur



ATHENA RING

18K rose gold
Pink Sapphire 0.14ct, G/VS
Diamonds 0.1ct, G/VS
2040 Eur



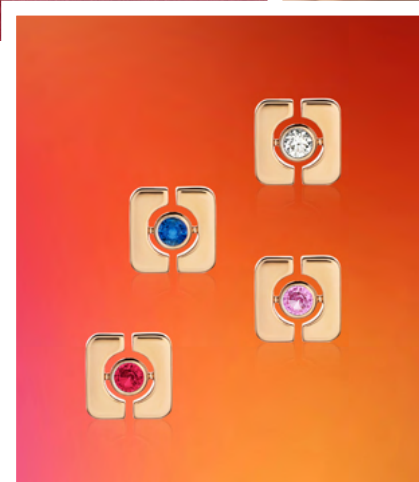
ATHENA RING

18K rose gold
Ruby 0.14ct
Diamonds 0.1ct, G/VS
2040 Eur



collection **COLOR CODE**

A modern and minimalist collection with precious stones for versatile combinations. It offers the mood-boosting impact of colour, which is enhanced by the symbolic energy of gemstones. As necklaces and earrings, these playful designs make perfect companions for every day.



collection **COLOR CODE**



COLOR CODE EARRINGS

18K rose gold
Rubies 0.3ct
1270 Eur



COLOR CODE NECKLACE

18K rose gold
Diamonds 0.08ct G/VS
1490 Eur



COLOR CODE NECKLACE

18K rose gold
Ruby 0.14ct
1280 Eur



COLOR CODE NECKLACE

18K rose gold
Sapphire 0.14ct
1280 Eur



COLOR CODE EARRINGS

18K rose gold
Emeralds 0.25ct
1270 Eur



COLOR CODE EARRINGS

18K rose gold
Sapphires 0.3ct
1270 Eur



collection **PUNKY**

A manifesto of emancipation, Punky Collection plays with the codes of the edgy aesthetic. The open-structure rings and bracelets, necklaces embellished with studs, and spiky earrings are made for the woman who prefers a minimalist expression of edginess. Set with brilliant diamonds, these jewelry pieces are a subtle statement of confidence and assertiveness.



PUNKY RINGS

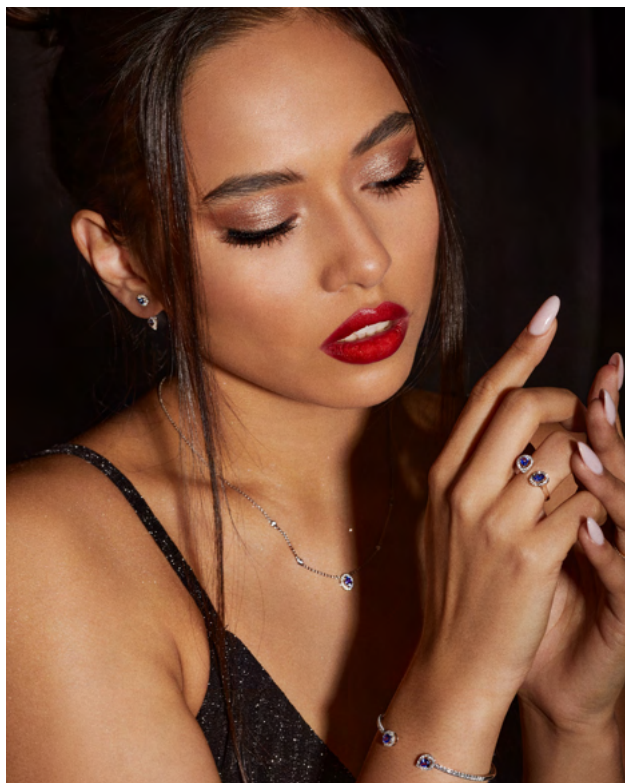
18K gold
Diamonds 0.12ct G/VS
1240 Eur



PUNKY BRACELET

18K rose gold
Diamonds 0.42ct G/VS
3200 Eur





SOULMATE NECKLACE
18K yellow gold
Yellow Sapphires 0.4ct
Diamonds 0.32ct G/VS
3200 Eur



SOULMATE RING
18K white gold
Sapphires 0.85ct
2520 Eur



SOULMATE NECKLACE
18K yellow gold
Yellow Sapphire 0.45ct
Diamonds 0.2ct G/VS
2670 Eur



SOULMATE EARRINGS
18K rose gold
Pink Sapphires 0.85ct
Diamonds 0.18ct G/VS
2030 Eur

collection SOULMATE

The Soulmate Collection symbolizes the mystic link between two matching souls. Like soulmates harmoniously complement each other, diamonds and sapphires unite in pairs within the sensual play of colors and shapes.

The classic toi et moi concept is reimagined with precious colored stones, presenting a contemporary collection of open-structure rings, flexible bracelets, versatile earrings, and sensual necklaces in white, rose, and yellow gold.





collection INNER EYE

The Inner Eye jewelry shines with a sensual bohemian vibe. The focus of this collection is a triangle framing a brilliant blue sapphire, emerald, or diamond. An ancient talisman, it symbolizes intuition and perception beyond ordinary sight. Geometric rings, flexible bracelets, dazzling earrings, and diamond-embellished necklaces are made to enhance the magnetic aura of the free and sensual woman.



INNER EYE RING

18K yellow gold
Sapphire 0.06ct
Lapis lazuli 0.12ct
Diamonds 0.12ct G/VS
1680 Eur

INNER EYE NECKLACE

18K yellow gold
Sapphire 0.12ct
Diamonds 0.34ct G/VS
3300 Eur

INNER EYE NECKLACE

18K yellow gold
Sapphire 0.12ct
Diamonds 0.26ct G/VS
2850 Eur





LINK MONO-EARRING

18K rose gold
Diamonds 0.045ct
1070 Eur



***collection* LINK**

Tapping into a distinctively utilitarian aesthetic, this collection proposes playful, versatile designs meant for personalization. Each piece can be transformed into an earring, necklace, or bracelet. Drawing references from street style, the designer merges the sophistication of precious materials with the youthful appeal of utility objects. The result is a collection of stylish and cool jewelry that inspires a life lived with fun and lightness of improvisation.

CONTACT

www.samsares.com

[@samsares_jewelry](#)

info@samsares.com
