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Saruchi R Jewellery- Bridging the gap between fashion jewellery and fine jewellery in Singapore

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Founded by Saruchi Chauhan and formalized in Singapore, **Saruchi R Jewellery (“SRJ”)** is a demi fine jewellery line creating artisan jewellery with semi-precious gemstones, 925 silver and 14k solid gold.

Singapore is a very brand-conscious market and it was pretty evident to Saruchi since she moved to this beautiful green island. Saruchi says “It was like markets were either flooded with mass produced fashion jewellery or with high priced fine jewellery which people would only think of buying for special occasions. There was almost nothing here for daily wear and to make memories with quality, pocket-friendly jewellery. Nobody understood the goodness of natural gemstones, sterling silver and the affordability of 14k gold.

Being a creatively inclined jewellery lover and understanding this existing huge gap in the Singapore jewellery market led Saruchi to conceptualize SRJ in 2014. All jewellery created at SRJ is artisan made and only uses the best quality natural gemstones ar

friendly genuine metals. Each and every step in the sourcing and making process is paid attention to and only the best is brought forward in the final pieces.

”Our jewellery is not the usual stuff you get in the market. It’s more special because each and every piece is handcrafted from scratch and is inspired by people and their modern work lives. Our designs are elegant and perfect for all occasions as these reflect genuine authenticity, individual appeal and custom finish which mass-produced items simply don’t have” – Saruchi

SRJ has a wide collection of jewellery ranging from rings to necklaces and earrings to bracelets and is always happy to work with commissioned orders as well. Saruchi says “We are always happy to give shape to your thoughts”.

Saruchi R Jewellery creations are sold worldwide through various e-commerce platforms and various local pop-up shops in Singapore. The brand has a clear motto “work hard to create jewellery and work harder to keep **customers** happy” so do expect solid customer service from them along with quality jewellery.

Website : www.saruchirjewellery.com

Instagram : [saruchi.r.jewellery](https://www.instagram.com/saruchi.r.jewellery)

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