

*It's our pleasure to introduce you to **Fyère** By Madestones – Our very own jewellery brand in 14K gold and premium lab-grown diamonds.*

## **Fyère - Redefining the concept of modern luxury.**

Fyère was created for jewellers allowing them to enrich their assortment with an ethically responsible product with a strong commercial performance, without compromising on luxury.

The brand presents classical jewellery designs with a twist that align perfectly with the high-end segment, offering strong margins and consistent quality for a selected group of retailers.

## **Why Fyère?**

### ***Beautiful inside and out***

Carbon-neutral lab-grown diamonds, sustainable and socially responsible.

### ***Designed to Sell***

A complete and defined catalogue, aimed at maximizing revenue for the retailer.

### ***High-Quality Lab-Grown Diamonds***

Lab-grown diamonds from 0.15 to 2ct in consistent E-F colours and VVS-VS clarity.

### ***Fully In-house***

From growing and cutting the diamond to jewellery manufacturing, everything is crafted in-house, resulting in reassuring consistent quality.

### ***Scan. Verify. Trust.***

Every piece of jewellery comes with a personal card of authenticity and a QR code that gives direct access to the official IGI certificate.

### ***Luxury in Every Detail***

A complete, high-end branding experience that fully captures the Fyère signature. From visual displays, product packaging to customer experience, every element breathes refined quality and luxury.

With a firm belief in empowering and bringing life to the retail experience, Fyère will be exclusively available through retail partners and distributors. Discover the collection firsthand, where every piece can speak for itself, @ **INHORGENTA, Madestones Hall C1 Stand 353.**



Explore the universe of Fyère at [www.fyerejewellery.com](http://www.fyerejewellery.com)