

Luísa Rosas

PRESS RELEASE



Luísa Rosas launches the new Tribe — Journey collection

Jewellery that tells a story of discovery and transformation

Porto, 2025 | Luísa Rosas, the portuguese fine jewellery brand, unveils a new iteration of the Tribe collection - *Journey*. This new collection represents the intimate relationship between human beings and the natural world. Each piece tells the story of transformation and discovery of its wearer.

Building on the legacy of the celebrated Tribe collection, the new contemporary designs are crafted in diamonds and gold, polished on the outside and softly satin-finished on the inside. The pieces hold a secret in their opening, revealing a message that echoes the essence of the collection - my journey - highlighted by the striking presence of green tourmaline. The bracelets, earrings, ring, and necklace embody these concepts, showcasing a design that highlights contrasts of light and shadow, brilliance and subtlety.

Luísa Rosas creates exquisite jewellery that reflects her deeply rooted heritage and artistic vision. Since 2009, her designs have been shaped by a trilogy of influences, each contributing to the unique identity of the brand: Family heritage, architecture, and nature. As CEO and Creative Director of her brand, Luísa reflects on the symbolic nature of jewellery as *“objects worn on the body throughout life, often associated with significant moments... Passed down through generations, as symbols of shared memories.”*

Luísa's family heritage provided her with an intimate familiarity with the tools and techniques of master goldsmiths. Her creative journey led her toward architecture, which instilled her work with structural elegance and precision, blending the rational aspects of design with the creativity and free spirit inherent to jewellery-making.

Luísa Rosas

The third pillar of Luísa Rosas' vision is a profound appreciation for nature. This reverence is embodied in the brand's motto, "The Shape of Nature", guiding her in the creation of jewellery that resonates with the beauty of the natural world.

The Luísa Rosas brand is showcased annually at prestigious high-jewellery exhibitions in Italy, Germany, and the USA, where her creations have earned recognition from both the press and the industry. Designed and crafted in Portugal, her jewellery is available in select boutiques worldwide, spanning Europe, the USA, and Japan.



Editorial featuring Joana Schenker, 2017 APB World Bodyboarding Champion, athlete, activist and model. Photographed by Frederico Martins.

Luisa Roos



Bracelet in yellow, white and rose gold with diamonds and tourmaline.

Luisa Roos



Necklace with a pendant in yellow gold with diamonds and tourmaline.



Ring in yellow gold with diamonds and tourmaline.

Luisa Rosas



Pair of earrings in yellow gold with diamonds and tourmaline.



Pair of earrings in yellow gold with diamonds and tourmaline.

Luísa Rosas



About Luísa Rosas:

CREATIVITY AS A GENUINE AND INEVITABLE EXPRESSION.

Luísa Rosas was born into a family from northern Portugal with a strong tradition in goldsmithing. Her early contact with the world of jewellery and the tools used by goldsmiths in their workshop foreshadowed her creative spirit. Architecture was the field that shaped Luísa Rosas' vocation, a profession she practiced before becoming a high-jewellery designer. It is from the symbiosis of these two worlds that her inspiration emerges, along with her passion for light forms and experimentalism.

DAVID ROSAS: A LEGACY OF FIVE GENERATIONS.

Luísa Rosas is a brand that originated within David Rosas, a Portuguese house with a legacy spanning five generations devoted to creating exclusive, original, and timeless high-jewellery pieces. This tradition is built on a commitment to quality that is recognized both nationally and internationally. David Rosas has reached a unique level in Portugal, driven by a passion for high jewellery and a demonstrable expertise in professionalism, accumulated knowledge, and craftsmanship. These qualities give each piece its distinctive character, making



David Rosas a unique brand and a symbol of perfection.

Every collection reflects a deep inspiration drawn from nature's elements, where modular and organic structures, repetitions, and patterns harmoniously come together using the finest materials. Luísa Rosas' highly personal perspective of observing nature's forms inspires pieces of pure creativity and genuine expression. These are the result of intense work, filled with experimentation and emotional and sensory involvement, where every detail matters. Luísa Rosas' pieces invite touch, exploration, and the stimulation of multiple senses, embodying simplicity, naturalness, and sophistication.

TRANSFORMING IDEAS INTO UNIQUE PIECES.

The experienced team of master goldsmiths crafting Luísa Rosas' pieces ensures each jewel is impeccably finished. The execution phase is crucial to faithfully translating the designer's vision into the final creation. The production of Luísa Rosas jewellery also involves the meticulous selection of gemstones. Factors such as colour, weight, purity, and cut play a significant role, as these characteristics directly impact the final quality of the piece. Achieving the perfect texture, flawless setting, accurate modulation, or precise polishing requires the expertise of master artisans.

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