

GVCHIANI

GENEVE





Founded in 2015, GVCHIANI specialises
in Jewellery and Watches.

Coming from a long line of artists and artisans,
founder Shant Ghouchian is delighted to showcase
his avant-garde collections and vision.

GVCHIANI is delighted to present a world first,
the Big Square, which boasts a new design – masculine,
imposing and provocative – and which is an irreverent
precursor to the look of the future.

The X-shaped sapphire crystal represents the unknown.
However, it seems that this could be tempered
in the sense that the unknown can also be
taken as a source of motivation, of something positive.

In fact, while we fear the unknown, common sense
tells us that the unknown is also at the heart of innovation,
of everything new in our world.

The unknown gives us the opportunity to discover new
things and enjoy new experiences where we come face to face
with the otherness of the world.

This is completed by the alligator strap enveloping this unknown,
the feel of which imbues us with a sense of tranquillity.

Combining elegance with a hint of
sportiness is the ultimate goal.
Its particular design is for those who are looking
for something unique.

Creativity and a desire to be different offer a new vision of watchmaking, with a style that is totally unique to GVCHIANI GENÈVE. Aside from its atypical allure, the X shape also evokes the aspect of an unknown and a newcomer to the very closed world of prestige timekeeping.

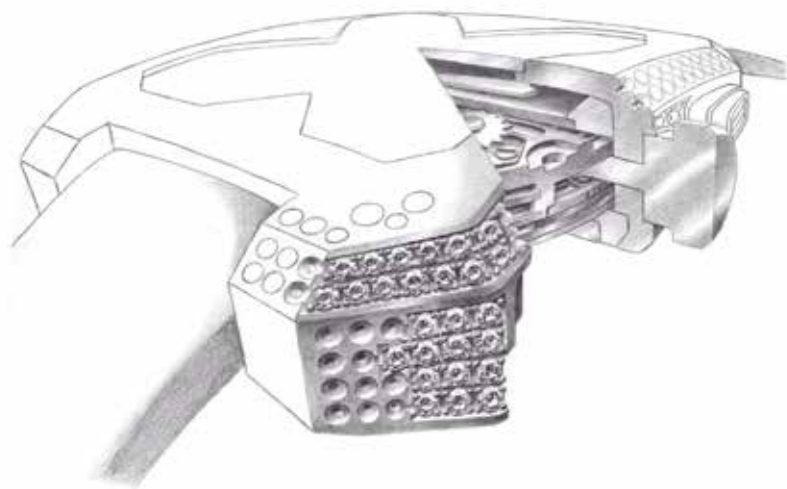


Shant Ghouchian may be proud
to enhance the wrists of men, but he
has not forgotten the ladies.
A beautiful collection of fine jewellery
has been dedicated to them.
Sumptuous pieces in white gold have
been set with stones from Madagascar,
an outstanding work of high jewellery
art to be discovered.



GVCHIANI GENÈVE, the unknown
perhaps, but not for long.
The brand is well on its way to
throwing out the traditional
codes of watchmaking while offering
real value with innovative solutions.





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Big Square, back
Titanium



Big Square
Titanium
Limited Edition



Big Square, back
Grey Titanium



Big Square
Grey Titanium
Limited Edition



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Big Square, back
Black Titanium



Big Square
Black Titanium
Limited Edition



Big Square, back
Pink gold



Big Square
Pink gold
Limited Edition



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THE VISION

Dreaming... one of life's most rewarding aspects
Living out your dreams requires dedication.
Inspiring those around you to dream takes
love and esteem.
Bringing an exceptional piece to life demands
patience and staying true to oneself.
Each morning, you will be rewarded by
the satisfaction of success!

TRADITION

Maintaining the relationship between the customer
and the brand is key, ensuring the buyer feels unique
and is proud to wear a GVCHIANI piece.

Owning a GVCHIANI is not simply about
having a sparkling piece of jewellery.

It is about making you feel cherished,
a feeling that will stay with you throughout your life.

JEWELLERY

The love I have for my daughters is echoed in the crisp brilliance
of the stones, radiating infinite colour.

GVCHIANI'S distinctive style is inspired by beautiful,
exceptional stones and a passion for innovative materials.
The aim is to create limited edition collections which focus
on the luxury of the future.





Bracelet Lori
White gold 18 gr



Earrings Lori
White gold 24 gr



Earrings Lori
White gold 8 gr



Necklace Lori
White gold 9 gr, Agathe



Bracelet Lori
White gold 19 gr



Earrings Lori
White gold 10.2 gr



LORI

With charm and softness, the LORI collection is inspired by the individuality of his first daughter. Tourmalines and agates join the irresistible charm of diamonds to create delicate and fresh designs in white gold that will certainly attract attention. The cascades of geometric volumes play with the sparkle of diamonds and tourmalines or agate. The pieces are both charming and disarming, like the effect young Lori has on her father. LORI offers uncompromising quality and a high level of technical prowess in the micro-setting of the stones, something that very few setters can achieve.

NAIRI

Bold and magical, the NAIRI collection incarnates the aura of his second daughter. Sophisticated and alluring, NAIRI fascinates and dazzles with various colours of tourmaline accented with the eternal diamond. Dragonflies and geometric forms evoke the unique and radiant beauty of today's woman. A collection for confident women who are seductive by both their softness and their convictions, NAIRI is a splendid example of various manual setting techniques, all masterfully achieved by Shant Ghouchian.



Earrings Nairi
White gold 9 gr



Ring Nairi
White gold 13 gr



Necklace Nairi
White gold 51 gr



Necklace Nairi
White gold 15 gr



Ring Nairi
White gold 9 gr



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