

IMPRESSIONABLE JEWELLERY WITH SORAYA

Soraya always wanted to be a part of the fashion industry and found her outlet through making jewellery. It helps her express her different moods: when she's hyped up to be somewhere, she wears something bold with intricate accessories and if she doesn't feel like dressing up, she wears something more minimalistic. Soraya strongly believes in Women's empowerment. Her pieces are designed for all women to feel confident, beautiful and empowered no matter who they are. Plus, it's a great way to express the different moods you experience.

INSPIRATION BEHIND THE PIECES

She looks up to top designers and magazines to draw inspiration, she is well aware that listening to your contemporaries, you broaden your own creative knowledge. This way another person's expression sparks a thought of my own. She also gets her inspiration from nature, as well, which translated into a pair of earrings resembling Autumn leaves. Soraya conceptualizes based off of the clothes she wears, so prior to designing, she often asks herself, 'What would go well with this black tee and patterned skirt?'

THE ART OF JEWELLERY MAKING

90 percent of

Soraya's pieces are handmade as this gives authenticity. Then, the machine is involved when it comes to creating castings. A reason to choose craftsmanship over machinery is that the former provides people with job opportunities and contributes towards livelihoods this is not possible if you rely more on machinery to get work done.

FAVORITE PIECES

Her signature collection, called Chainstones, is one of her top picks using vibrant stones it's light, easy to wear, and its simplistic elegant design makes it easy to pair with most outfits. Next is her Classic Rocks collection with mismatched shapes contrasting colored stones and a limited edition collection. Her Vintage collection consists of genuine handpicked heirloom and period jewels sourced from all over Sri Lanka. You can team old with new and these pieces can be matched with any modern outfit and doesn't have to be worn only with traditional attire. Working with stones in its raw form is something she loves as the grains in the stone are not perfect giving them a distinct character and making them very unique. Next up in the works: asymmetrical designs and a new twist to pearls!

PICKING THE RIGHT ACCESSORY

Pick the right colour of the stone that complements your skin tone: For lighter skin, think corals reds pinks, dark blue and grey, while for tanner skin, think dazzling turquoise and canary yellow (sapphire and citrine). Soraya also recommends inspecting the quality of the stones you purchase by checking for treatments blemishes and transparency in stones.



Soraya's store is currently digital as she wants to be a market leader in online jewelry sales to the world. She also wants to cut out all unnecessary overheads and pass down the benefit by giving true value for money to her customers, she does her best to ensure her jewellery looks just as it would in real life, creating trust between her brand and her customers. Her late father Shah A.Cader was renowned in

the gem trade and comes with a legacy of 4 generations in the business, and what's more, Soraya will show you what

fashion trends work best with her jewelry and is qualified as an Accredited Jewelry Professional from GIA (AJP- GIA).



SORAYA

Visit her online store www.sorayajewelry.com and share your looks using the tag #mySJmoment