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INDIA'S
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Harvish *Jewels*

India's Crown Jewel in Asset-Class
Jewellery, High-Value
Gemstones, and Bespoke
Craftsmanship



**Ashutosh
Soni**

*Director - Harvish
Jewels*

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Harvish

Jewels

*India's Crown Jewel in Asset-Class Jewellery,
High-Value Gemstones, and Bespoke
Craftsmanship*



Shweta Singh | The CEO Magazine

Long before modern banks came into existence, wealth was carried in the form of gemstones. These natural treasures have been among the earliest investments known to humankind. Their rarity and brilliance made them precious from the moment of their discovery. Year after year, as natural reserves decline, these limited resources continue to gain value. In ancient economies, fine gems and jewels served as portable wealth. They represented protection, prestige, and permanence.



Ashutosh Soni

Director
Harvish Jewels

In ancient and mediaeval economies, these jewels served as ultra-portable stores of value, treasures that could be worn, moved, and passed on. Precious stones held deep religious and cultural meanings. The grandeur of a royal figure was often measured by the brilliance of the gems they wore. In India, dynasties like the Mughals and the Gaekwads of Vadodara built and carried their fortunes in the form of jewels. These were assets that travelled with them to newly acquired lands, helping establish authority and rebuild empires.

It is from this very lineage of thought that Harshad Soni laid the foundation for Harvish Jewels. Based in Vadodara, a city with one of India's richest royal jewellery legacies, the brand reflects his vision to revive the timeless tradition of investing in fine gems. Drawing inspiration from history's most discerning collectors who understood that a well-chosen gem could hold and grow wealth in a way few assets ever could, Harshad combined exceptional craftsmanship and limited-edition creations to preserve the cultural and investment value of rare, authentic gemstones.

A Designer Who Crafts Stories in Stone

A royal lineage and an innate eye for design shaped Harshad Soni's path as one of Vadodara's most respected jewellery designers. With varied interests ranging from history, music, art, and travel, Harshad's creations too reflect the same versatility and verve. His signature pieces, often studded with diamonds, pearls, and rare gemstones, blend vintage elegance with modern glamour. For Harshad, jewellery is storytelling. "Each piece has to speak to you; you have to own it," he says. Every design is built around a person's aura, transforming memories and milestones into timeless form. His creative process is deeply personal, evolving through conversations, sketches, and trust. He adds,

“AS A DESIGNER, YOU HAVE TO LOOK OUT FOR STORIES AND INSTIL CONFIDENCE IN YOUR CLIENTS TO TRUST YOUR DESIGN INSTINCTS”.



Harshad creates pieces that mean something, that tell a story and that stay close to the heart, and that's what makes his designs so special.

The Tale of Inception

Founded in 2014, Harvish Jewels is the formal extension of Harshad Soni's lifelong legacy in high-end bespoke jewellery. While the brand may be relatively young, it was born from decades of rich experience, designing one-of-a-kind creations for royal families, celebrities, and discerning



collectors. His hallmark lies in identifying rare, natural gemstones and turning them into timeless masterpieces that hold emotional, cultural, and investment value.

Harshad's journey with gemstones began long before Harvish Jewels was established. His fascination with rare stones and traditional heirlooms led him to master every detail of the jewellery lifecycle, from responsible sourcing and precise cutting to expert certification and final design. His goal was to recreate the regal grandeur of traditional Indian jewels in a format that appeals to today's collectors and investors.

Since its inception, Harvish Jewels has operated on the principles of authenticity, exclusivity, and transparency. Every piece is designed by Harshad himself as a one-of-a-kind creation with natural gemstones certified by internationally recognised laboratories. The brand's mine-to-market model ensures fair pricing and complete traceability, allowing clients to understand the true worth of their investment.

While the journey has been largely smooth, the brand did face the challenge of building awareness around gemstone jewellery as a credible investment category. But with India's economic growth and rising interest among

wealth advisors, Harvish Jewels has steadily carved its niche. Today, Harshad Soni continues to lead design and oversee sourcing and production. The second generation of Harvish Jewels, Ashutosh Soni, has stepped in to lead the next phase of global growth. Sharing his father's deep respect for heritage and eye for detail, he is carrying forward the legacy of his father, expanding the brand's presence globally. Together, the father-son duo is crafting a jewellery house that stands for personal connection, portfolio value, and the unmatched value of a story told in stone.

Carrying the Legacy Forward

Raised in an environment deeply connected to gemstones, Ashutosh Soni developed a strong fascination for their rarity, beauty, and meaning. From a young age, he was drawn to collecting gemstones and understanding their origins, often spending hours simply holding and studying them.

Though his academic journey led him to earn a Master's degree in Biomedical Science, specialising in Cellular and Molecular Biology, Ashutosh found his true calling in the world of fine gems. Today, as the Director of Harvish

Natural Carved
Amethyst Brooch

Designer
Harshad Soni
Signature Collection



Designer
Harshad Soni
Signature Collection

AAA Quality Emeralds with Blue
Sapphires Statement Bracelet



The Brand Philosophy

For Harshad Soni, true luxury begins with authenticity and lasts as an investment in both style and intrinsic value. A master of his craft, he personally hand-selects every gemstone and diamond used in a Harvish Jewels creation, ensuring each one is 100% natural, certified by internationally recognised laboratories, and free from synthetics or compromises. Every piece he designs is a one-of-a-kind creation, meticulously crafted to guarantee exclusivity and individuality.

Carrying this philosophy forward, Ashutosh Soni has expanded the vision, pairing his father's commitment to heritage craftsmanship with a sharp understanding of today's wealth landscape. With a strong focus on portfolio-grade gemstones, he encourages clients to see jewellery not just as personal adornment but as a compact, appreciating asset.

Under his leadership, Harvish Jewels has come to represent the intersection of heritage and innovation, crafting meaningful, investment-worthy creations aligned with long-term financial strategies. The brand's transparent mine-to-market model eliminates intermediaries, offering clients competitive pricing along with complete traceability. Every stone comes with detailed documentation about its origin and grading, empowering clients to make informed, confident investments. *"Together, these principles define who we are: a trusted, transparent, and visionary brand that transforms exceptional gemstones into timeless investments,"* says Ashutosh.

Signature Offerings

Harvish Jewels offers a range of asset-class jewellery collections that combine exceptional craftsmanship, natural rarity, and timeless design. Created with certified gemstones and diamonds, each piece is hand-curated by Harshad Soni with a strong emphasis on uniqueness and long-term value. Their main offerings include:

- **Statement Masterpieces**

One-of-a-kind creations made with the finest natural gemstones and diamonds, inspired by Art Deco and modern art for a truly arresting effect.

- **High Jewellery Necklaces**

Grand, sculptural designs showcasing rare, multi-carat stones set in intricate designs that highlight each gem's unique character.

- **Signature Earrings**

From bold drops to classic studs, these pieces combine contemporary flair with classic motifs, perfect for both daywear and gala evenings.

- **Delicate Pendant Sets**

Ethereal pendants paired with coordinating chains and earrings, combining subtle sparkle with wearable sophistication.

- **Exclusive Brooches**

Artisan brooches that fuse sculptural form and gem artistry, ideal for collectors seeking a discreet yet powerful accent.

- **Designer Signature Collection**

Harshad Soni's personal atelier line of limited-edition pieces that set new trends in luxury jewellery design.

What sets Harvish Jewels apart is their ability to offer jewellery that is not just beautiful but meaningful in the long run. Under Ashutosh Soni's direction, the brand helps clients view their purchases as part of a smart, appreciating investment strategy. His modern approach has helped position Harvish Jewels as a trusted destination for high-net-worth individuals, ultra-HNIs, NRIs, royals, wealth advisors, and asset managers across India and abroad. They also serve professionals like CEOs, VPs, doctors, bureaucrats, developers, female entrepreneurs, and businesswomen.

“WE DON'T SIMPLY
OFFER EXQUISITE
JEWELLERY; WE
EMPOWER OUR CLIENTS
TO VIEW EACH PIECE AS
A STRATEGIC ASSET.”
- ASHUTOSH



A Fusion of Heritage and Modernity

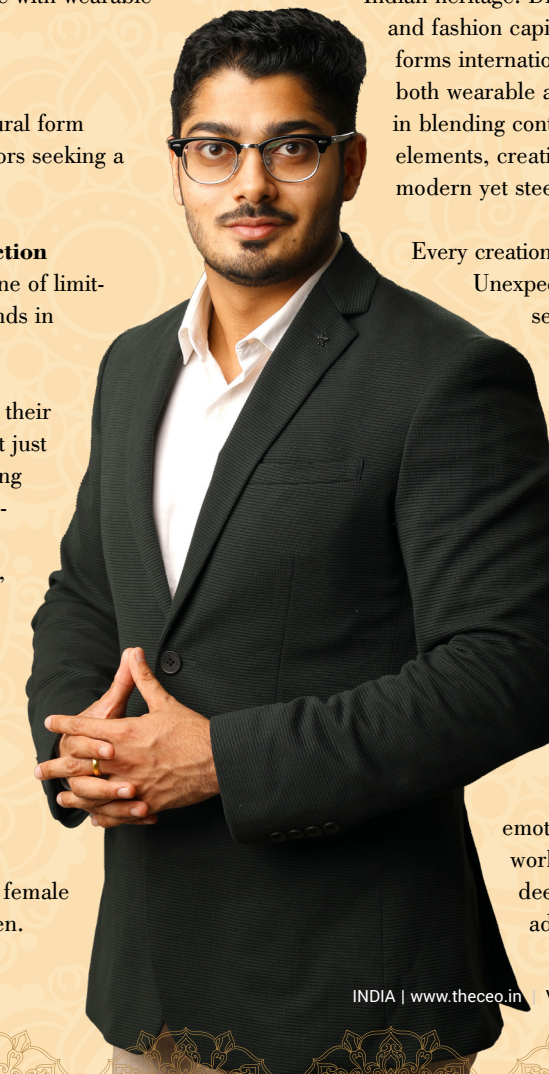
Harshad's design language at Harvish Jewels combines inspiration from across the world with deep respect for Indian heritage. Drawing inspiration from leading art and fashion capitals around the world, he transforms international trends into jewellery that is both wearable and sophisticated. His mastery lies in blending contemporary design with timeless elements, creating pieces that feel effortlessly modern yet steeped in tradition.

Every creation showcases a fresh sense of style.

Unexpected gemstone pairings, bold settings, and creative forms keep

Harvish Jewels at the forefront of fine jewellery. At the same time, Harshad's grounding in traditional techniques ensures that each creation feels both timeless and innovative, reinterpreted through a bold, avant-garde lens.

His designs feature fluid, architectural forms that flatter the wearer and highlight the natural beauty of each gemstone. Through limited editions and bespoke commissions, Harshad adds a deeply emotional and personal dimension to his work, ensuring every piece connects deeply with its owner and inspires admiration.





Milestones and Recognition

For Harshad Soni, true recognition has come from the trust of his clients. Over the years, his work at Harvish Jewels has earned an organic and loyal global clientele, spanning Asia, Europe, and North America, built entirely through word-of-mouth and personal referrals. Collectors, art patrons, and industry insiders often share heartfelt testimonials about the experience of working with Harshad, his precision in design, personalised consultations, and his deep-rooted transparency throughout the process.

One of the most valued achievements for Harshad has been his long-lasting client relationships. The brand sees a high rate of repeat commissions and private referrals, reflecting the deep trust and connection it maintains with every patron.



*Finest Oval
Emerald with
Single Diamonds
Statement Ring*

Trends Shaping the Future

The luxury jewellery space is undergoing rapid change, and Harvish Jewels is closely aligned with emerging trends. AI is beginning to play a key role in jewellery design, making it easier to create intricate concepts and automate routine tasks.

As more data becomes available, Ashutosh observes that wealth advisors and family offices are increasingly recommending high-grade gemstones as part of balanced investment portfolios. Natural gemstones, especially emeralds and sapphires, are gaining importance as compact, high-return assets. In uncertain times, they are being viewed as a reliable hedge.

Meanwhile, the appeal of gold is beginning to change. While it remains a popular choice, many discerning buyers are turning towards coloured gemstones, drawn by their uniqueness and potential returns. Ashutosh also sees the younger generation playing a key role in the future. "Today's buyers want something personal, bold, and different. That's where coloured stones stand out," he adds.

What Lies Ahead for Harvish Jewels

Harvish Jewels is set to enter a new chapter with exciting upcoming projects and long-term goals. The team is currently working on the launch of a 10,000 sq. ft, four-storey standalone flagship boutique designed as an immersive art gallery. Each floor of this space will showcase exclusive, one-of-a-kind jewellery masterpieces designed by Harshad Soni, offering clients an experience that goes beyond traditional retail.

In parallel, they are also introducing the Virtual Gems Studio, an industry-first concept that will bring fine jewellery into the digital world. With high-resolution 3D viewing, live video consultations, and bespoke design tools, collectors across the globe will soon be able to connect with Harvish Jewels in an entirely new way.

Ashutosh is also curating collaborations with galleries and private collectors for a series of limited-edition exhibitions. These shows will feature rare art minerals, sculptures, and historic artefacts presented alongside their own jewellery creations. It's a unique intersection of history, craftsmanship, and cultural storytelling.

Looking ahead, Ashutosh envisions Harvish Jewels as a globally recognised name in fine jewellery. He is building strategic partnerships with wealth advisors and asset managers to position fine gemstones as mainstream alternative assets. Plans are also underway to introduce end-to-end portfolio services, allowing clients to curate, manage, and realise value from their gemstone investments in both boutique and digital formats.

“WE ARE WORKING TO MAKE HARVISH A GLOBAL NAME, WHERE EVERY JEWEL TELLS A STORY AND HOLDS REAL, LONG-TERM VALUE.”

As Harvish approaches its ten-year milestone, Harshad and Ashutosh plan to celebrate a decade of excellence with landmark exhibitions and exclusive anniversary collections marking their continued dedication to craftsmanship, transparency, and innovation.

Leadership Mantra

Ashutosh believes that building a successful brand in the luxury jewellery space starts with staying true to the core values of the craft. He says, "Always begin with the

integrity of your materials. Invest in the finest natural gemstones, and never compromise on sourcing or certification. While innovative aesthetics catch the eye, it's the uncompromising quality of your materials and craftsmanship that will earn you lifelong clients and their referrals." He stresses the importance of knowledge and expertise: "Understanding gemology, stone grades, provenance and cutting techniques is important. You should be able to speak about every gem's story and quality with confidence and clarity." Transparency, Ashutosh adds, is non-negotiable: "Clients today are smart. Share every detail, from origin to pricing. Honesty is what separates a seller from a trusted advisor."

He also encourages young entrepreneurs to build trusted partnerships early on. "Forge strong ties with miners, artisans, and gem labs. These relationships bring consistency, reliability, and most importantly, trust, which is everything in luxury."

AT HARVISH JEWELS, THE DIRECTORS BELIEVE IN BUILDING LASTING RELATIONSHIPS, WHERE EVERY CLIENT IS TREATED LIKE FAMILY. EACH PIECE IS FULLY BESPOKE, DESIGNED AROUND PERSONAL VISION AND GOALS. THE BRAND CONTINUES TO CHAMPION GEMSTONES AS A UNIQUELY COMPACT AND APPRECIATING ASSET CLASS. WITH DEPLETION OF MINES AND RISING GLOBAL DEMAND, HARVISH JEWELS WORKS CLOSELY WITH LEADING ASSET MANAGERS AND WEALTH ADVISORS TO HELP TRANSFORM GENERATIONAL WEALTH INTO RARE, HIGH-VALUE GEMSTONE PORTFOLIOS.