

# CAMILLE LOUISE

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## OFFICIAL LAUNCH — CAMILLE LOUISE JEWELLERY

Camille Louise, a Swiss sustainable luxury jewellery brand founded by the mother-daughter duo, Aline d'Ambricourt (CEO), and Camille Louise Merré (Creative Director), officially launches. They are delighted to announce their partnership with Sapphirus Lanka Ltd, one of the world's leading sapphires companies from Ratnapura - the city of gems - and the hub of Sri-Lanka's gem industry.

Together with Sapphirus Lanka Ltd. and their invaluable experience in the world of gemstones, spanning 35 years, we aim to deliver the highest quality precision of coloured stones (mainly sapphires) in Camille Louise's jewellery creations.

### A family-run jewellery brand



Through the duos journeys across Asia right down to the South Eastern Asian country of Sri-Lanka, once known as Ratna-Dweepa - "the island of gems" - along with Camille's father, the late Jean-Louis Merré, is where the family first discovered the world of extraordinary gemstones. Having lived in Switzerland and Denmark for 20 years, Aline and Camille traveled back to Sri Lanka in 2018. The family's fascination for gemstones blazed a trail for creating their jewellery line *Camille Louise* the same year. All the pieces are ethically and responsibly sourced and manufactured, with a sustainable and traceable approach.

### CAMILLE LOUISE MERRÉ

*"With my artistic family background, I always knew I would one day embark on my creative journey. Having travelled back and forth to Sri Lanka since 1995, it made perfect sense to me to create my jewellery line with a focus on fancy sapphires. Having worked in the jewellery and high-end watch industry since I was 17 years old, my parents shared with me their invaluable experience in the world of the arts and craftsmanship. Our pieces express the feeling of radiance through light, positivity, energy, and beauty. It's only the beginning."*

## ALINE D'AMBRICOURT

*"After passionately investing in an international harpsichordist career for over 30 years, co-creating my daughter's brand is a lifetime accomplishment. We value transmission, memories, quality, and above all want to promote Sri Lanka's cultural heritage and preserve the traditional crafts of cutting sapphires by hand. This technique dates back 3000 years to Ceylon traditions. We have poured our passion for aesthetics, quality, craftsmanship, and handmade work into our jewellery collections."*

### Collections



The brand launches two collections, « One in a trillion » which echoes the silhouette of the brand's preferred cut - the mesmerising trillion cut and « Chromatic » - encapsulating both elegance and minimalism. Inspired by the celestial display of lights across the night sky, the trillion-cut earrings, rings, necklaces, and bracelets showcase an array of sparkling colours, reminiscent of the Northern Lights.

To celebrate the dazzling beauty of fancy sapphires, the « Chromatic » collection combines a spectrum of fancy sapphires. The jewellery pieces capture the beauty and vividness of the rainbow sapphires by its subtle cut-down setting. The rings in the collection can rotate to compliment any outfit and suit all moods as they feature three rainbow colours in one piece.



### Craftsmanship & Quality

Both collections feature: rings, necklaces, earrings, and bracelets with minimalistic designs and have been handmade in Camille Louise's atelier with the world's most exquisite rainbow sapphires and diamonds. Each gemstone is hand-set to ensure their vibrancy and harmony to provide a perfect prism of colour. The pieces are light, refined, and delicate and crafted exclusively with 18K fairtrade rose, yellow and white gold.



Camille Louise Jewellery S.à.r.l is registered in Baar, Züg Canton, Switzerland. The jewellery is 100% handcrafted by manufacturers located both in Europe and Switzerland. The gem-cutting ateliers are located in Ratnapura, Sri Lanka.

For more information about the brand and the jewellery pieces, please visit:

[www.camillelouise-jewellery.com](http://www.camillelouise-jewellery.com)

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