

BE8
JEWELS

THIS IS NOT A HEART





IT IS A CHOICE







TO GO AGAINST THE FLOW











TO BE UNIQUE











IT IS A LIFESTYLE









A PURSUIT OF FREEDOM





A DECLARATION OF LOVE











A black and white fashion photograph featuring a woman as the central subject. She is wearing a dark, textured knit headband and a sleeveless, button-down vest with a deep V-neckline. Her right hand is raised, with fingers gently touching her forehead. She is adorned with a thin necklace featuring a heart-shaped pendant and large, ornate earrings. The background is a dense, out-of-focus thicket of leaves and branches, creating a natural, textured environment. The lighting is soft, highlighting the textures of her clothing and the surrounding foliage.

IT IS SILENCE





A black and white photograph of a woman's face, partially obscured by her hands. She is wearing several pieces of jewelry: a multi-strand chain bracelet on her right wrist, a matching multi-strand chain bracelet on her left wrist, and a ring with a small diamond on her left ring finger. The text "TAKING YOUR TIME" is overlaid on the image.

TAKING YOUR TIME







AND FEELING CONFIDENT











A black and white close-up portrait of a woman with long, dark hair styled in two braids. She is looking directly at the camera with a serious expression. Her right hand is raised towards her face, with her index finger pointing upwards and slightly to the left, partially obscuring her right eye. She is wearing two rings: a large, heart-shaped ring with a faceted design on her ring finger, and a smaller, geometric ring on her middle finger. The background is dark and out of focus.

IT IS WELLBEING







This is not a heart.

It is a choice.
To go against the flow,
to be unique.

It is a lifestyle.
A pursuit of freedom.
A declaration of love.

It is silence.
Taking your time
and feeling confident.

It is wellbeing.

Beppe Callegari

#loveyourself



Credits:

Creative direction: Beppe Callegari

Photos:

© Giovanni De Sandre

© Andrea Sottana

per Studio GDS

Model: Denise Croce

Styling: Beppe Callegari

Hair & Make Up: Veronica Ramses

Post-production: Studio GDS



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