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It's not what you do.
It's how you make people feel
People buy jewellery because it's a reflection of something;
someone they love, who it's destined for, or a memory, often a subconscious one.
'So new, yet so old'
Perhaps it's no suprise that adoration and adorn have the same linguistic mother...

ADORNING THE ADORED

We talk 'around ourselves'. We associate benoi with memories, fleeting moments or magical, momentous, all seared forever...

'Wonder from chaos of an artists studio, beauty of drifting clouds, discovery of a long lost, uncontrollable laughter, wearing stones from the dawn of time, birsong after a storm, a rainbow from a diamond, for a moment on the wall. The world in an emerald, and the song of a sapphire.

Children bounding down a staircase, kindness from a stranger, and a flower on your pillow

Benoi memory merchants

With love

A mark that whispers of us, our intent.

Some letters, becoming a shadow of necklace on naked neck, the curve of a lobe that's taking in tender voice, or arch of bracelet under silked cuff



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MEMORY MERCHANTS

SAILS



Filled sails, And I never tire of the butterflies, Kissing floating water, keeping time, recording my me, Feeding off hopes, and dancing This gift from you, With love, benoi.





LA VIA





LA VIA





LA VIA





LA VIA





LA VIA





LA VIA





LA VIA







WHO WE ARE

As an Indian traveling the world, I noticed a perception that culturally we excel in 'making things happen', but are not always associated with quality. This impression stayed in my mind and inspired my dream: to build a team showcasing India's capabilities of vision and hard work, but beautifully blended with Italian charm and craftsmanship. Benoi transforms memories into exquisite jewellery, from India's rich vibrant colours to Italy's refined elegance, our journey runs deep roads through cultural and artisanal expertise.

Benoi began as a passion project to create jewellery that connects deeply with its owners, telling stories of love, nostalgia and hope...

Each piece is accompanied with the tale that inspired it.

Storytelling is as old as the first campfire.

Everything is so fast and instantaneous now.

We invite you, for a moment, to get lost in another place.







Gino Di Luca, ceo

A STORY

We, with many pockets

We are Benoi

Nobody's sure their years, Calm spirits and bright eyes belies age, Criss crossed lines their faces, crow's feet intersecting albatross's wings, Embedded skin, the map, Mirrored reflection of these men's routes, They're interested in everyone and everything, Children respond to their spirits, And animals relax in each presence, Women love them and men want to be them, Whisperers to the world, Plants bear buds by their breath, And butterflies land on their nose, Born of quiet obsession, To dream, to discover gems and stones Creating the finest, most beautiful jewelry, Adorning women of the world. Hanging as wet silk, So comfortable they forget to remove at evenings end Possibility is present, wherever they go, They see light in everything, alchemists as are, bedding poetry and pragmatism under same blankets, Born of I & I Italy and India, their colors collide, Travel the world so bright, Always, a compass to find, A book to sketch, drawing quick, as birds in flight, Pockets of pearls and precious gems, And always some space for new finds, Where ever they be, We are memory merchants,



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