

Editors' CHOICE



Aaron Basha

FAMOUS FOR ITS JEWELLED BABY SHOE pendants, Aaron Basha (www.aaronbasha.com) is a luxury jewelry brand known for its wide range of unconventional designs including the Love Bug, Sea Life, and Evil Eye collections.

Basha's Era Opulence Collection includes lavish pave and platinum pieces, charms, chains, trinkets, and cufflinks, as well as pieces featuring pink diamonds. Their Zodiac Collection is the latest elegant offering with luminous and playful new charms cast in shimmering 18 karat gold with lashings of vibrant colored enamel.

One of Aaron Basha's most impressive collections is of their men's cufflinks. Wearers can choose from an array of alluring enamel designs, ranging from lucky lady bugs to tantalizing tigers and pave diamond pandas, or sable race cars encrusted with white pave diamonds. Whimsical links include the Clown Fish or the companion Frog Prince & Princess links. The cufflinks are masculine with a youthful air, yet opulently detailed and are enjoyed by a range of devotees.

Aaron Basha's high-concept pieces have a wide fan base, including celebrities and international royalty, and are designed to become important family heirlooms.

The designs can be found at the Aaron Basha flagship boutique on Madison Avenue in Manhattan, as well as at the Tokyo Midtown Galleria in Roppongi and the company's latest outpost in Kiev, in addition to a variety of luxury retailers worldwide, such as Neiman Marcus and Harrods in London. ●



Aaron Basha cufflinks and charm bracelets