

JACK VARTANIAN

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About Jack Vartanian



Jack Vartanian, without a doubt, was born with a keen eye to high-end jewelry. Growing up immersed in a traditional family business of gemstone trade, yet in his childhood, Vartanian had the turning point through a long inspirational trip around Europe and Asia. "I got so fascinated by the world of fine jewelry that I knew it was a genuine passion," he declares.

Not surprisingly, Jack's natural talent and outstanding skills for jewelry design awoke a strong urge to create pieces that would go beyond the classic design at the time. It was then that, in 1999, Vartanian launched his namesake brand combining high quality and innovative design.

Since then, Jack Vartanian brand remains on top for more than 20 years because of the contemporary spirit that is constantly reflected in the collections. "I didn't like jewelry until I found out your jewelry," Jack uses to hear this phrase frequently. This thought attests his expertise to create atemporal jewels that suit any women's style.

JACK VARTANIAN

Our Stores

FLAGSHIP STORE SOHO

146 SPRING STREET | SOHO - 11012
TEL: 1 212-988-2881
SOHO@JAC KVARTANIAN.COM

RIO DESIGN LEBLON

AV. ATAUFO DE PAIVA , 270 - LEBLON - PISO 01 LJ 107 TEL. 55 21 2512 7214
RIODESIGNLEBLON@JAC KVARTANIAN.COM

SHOPPING IGUATEMI

AV. BRIG. FARIA LIMA , 2232 - PISO SUPERIOR TEL. 55 11 3097 8693
IGUATEMI@JAC KVARTANIAN. COM

FLAGSHIP BELA CINTRA

R. BELA CINTRA , 2175
TEL. 55 11 3061 5738
BELACINTRA@JAC KVARTANIAN.COM

SHOPPING PÁTIOBATEL

AV. DO BATEL, 1868 - PISO 1
TEL: 55 41 3015-5922 | 55 41 30195922
BATEL@JAC KVARTANIAN.COM



Walking into a Jack Vartanian boutique is a sensorial experience that reflects the brand's attention to detail at every level. Designed by the French-Brazilian architecture company Triptyque, each space has clean black lines and asymmetric details, creating a minimalist but super-rich environment.

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Our Partners



BOSSA CONCEPT

1201 20TH ST #3 - MIAMI BEACH - FL
PHONE NUMBER. 1 305-680-8790



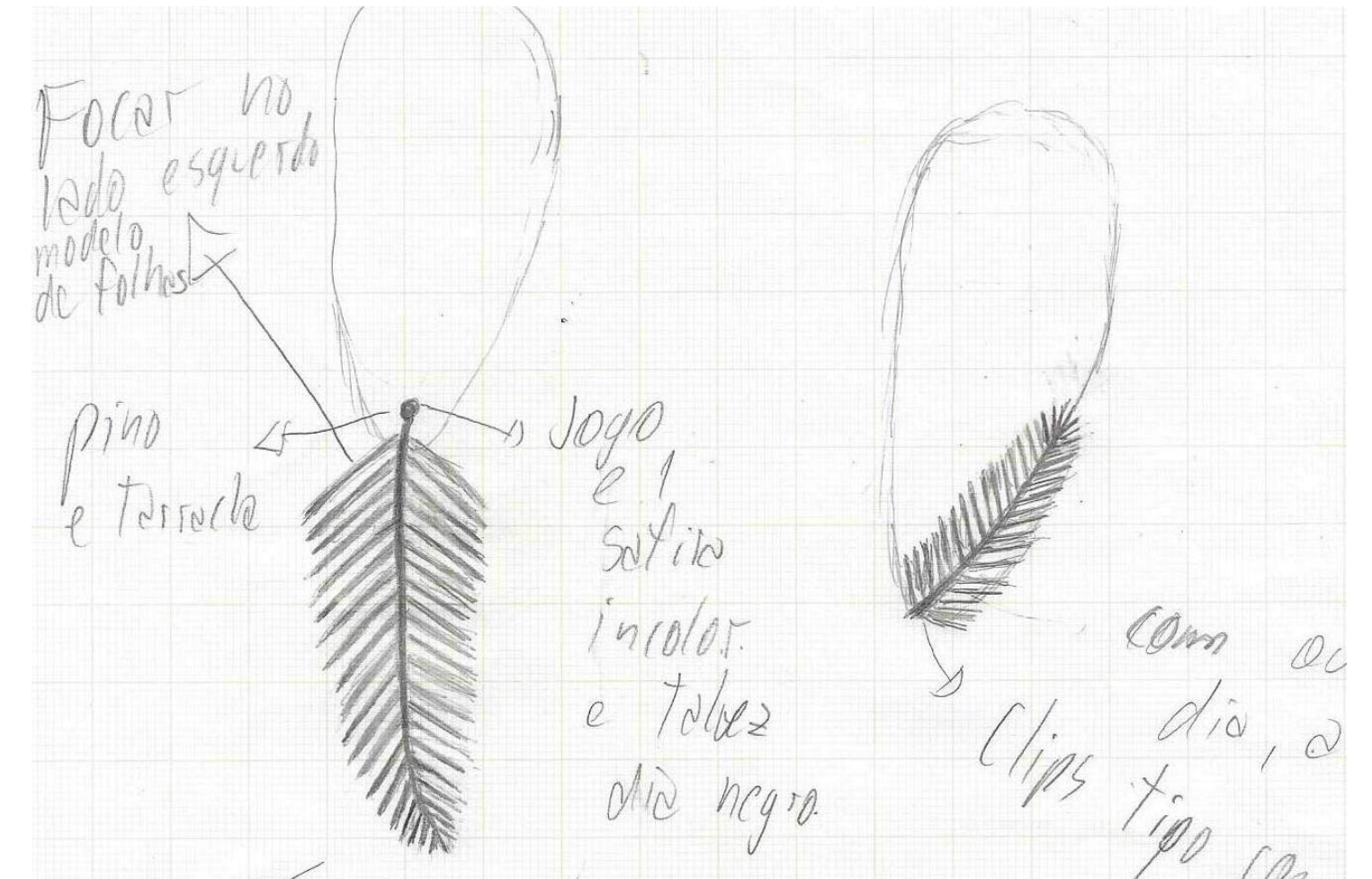
SYLVIE SALIBA

AVENUE CHARLES MALEK - QUANTUM TOWER BUILDING
- BEIRUT - LEBANON
PHONE NUMBER. 961 1 330500

Besides the website www.jackvartanian.com,
Jack Vartanian's collections can be found at
some retail partners around the world.

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Creative Process



Vartanian's creative process always happens very organically. "I like to start drawing life-size jewelry sketches by hand. Also, I carry a device or a notepad to put my ideas down on paper right away since insights pop up in my mind all the time," he explains. Besides that, most of the manufacturing process is hand-made, so Jack participates from choosing a gemstone (an activity where he does himself) until the setting of the gemstones into the first sample.

JACK VARTANIAN

Manufacturing



JV manufacturing team is constantly working to elevate their jewelry process to the next level, whether by using new technologies, innovative techniques, high-quality raw materials, or special surface treatments. Moreover, as attention to detail is mandatory, Jack Vartanian pieces are known to have an impeccable finish. The "fluid design effect"—a technique in which no one can't guess where design begins or ends—is also one of Vartanian's trademark.

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Expertise: Gemstones



Jack Vartanian's passion for precious stones comes from his family's long-standing tradition in the gemstone trade. Thanks to the Vartanian business, the designer began working in the jewelry industry since a teenager, developing extensive knowledge in the field.

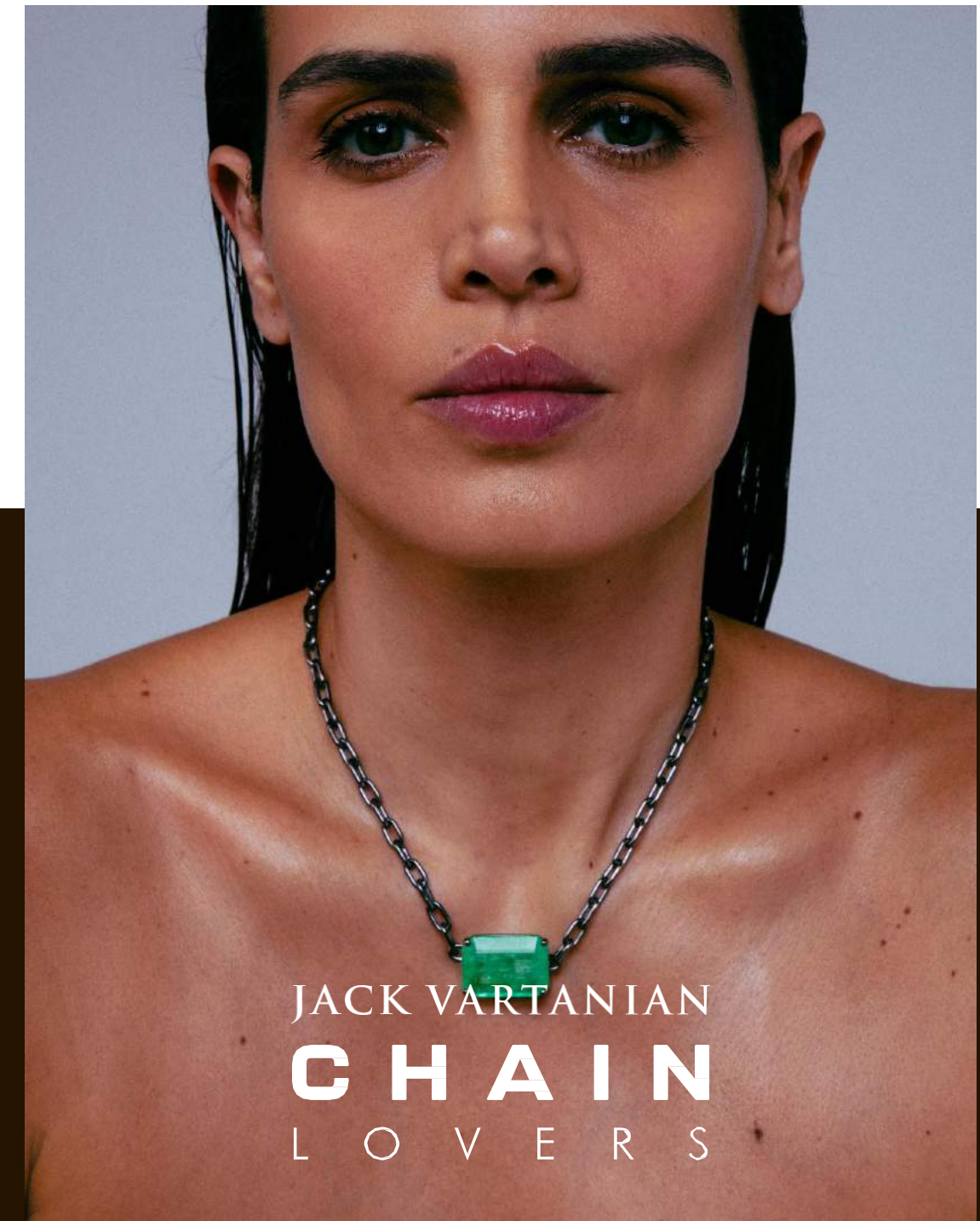
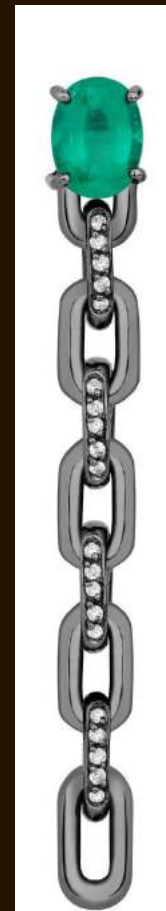
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Expertise: The Design



One of Jack's premisses is to create timeless pieces that are easy to use, and women can wear on any occasion. "Female body anatomy is my starting point, like a blank canvas. I like to bring jewels to life by contemplating and highlighting women's physical features," he declares. Also, his external inspiration mainly comes from the mix between art deco and street art.

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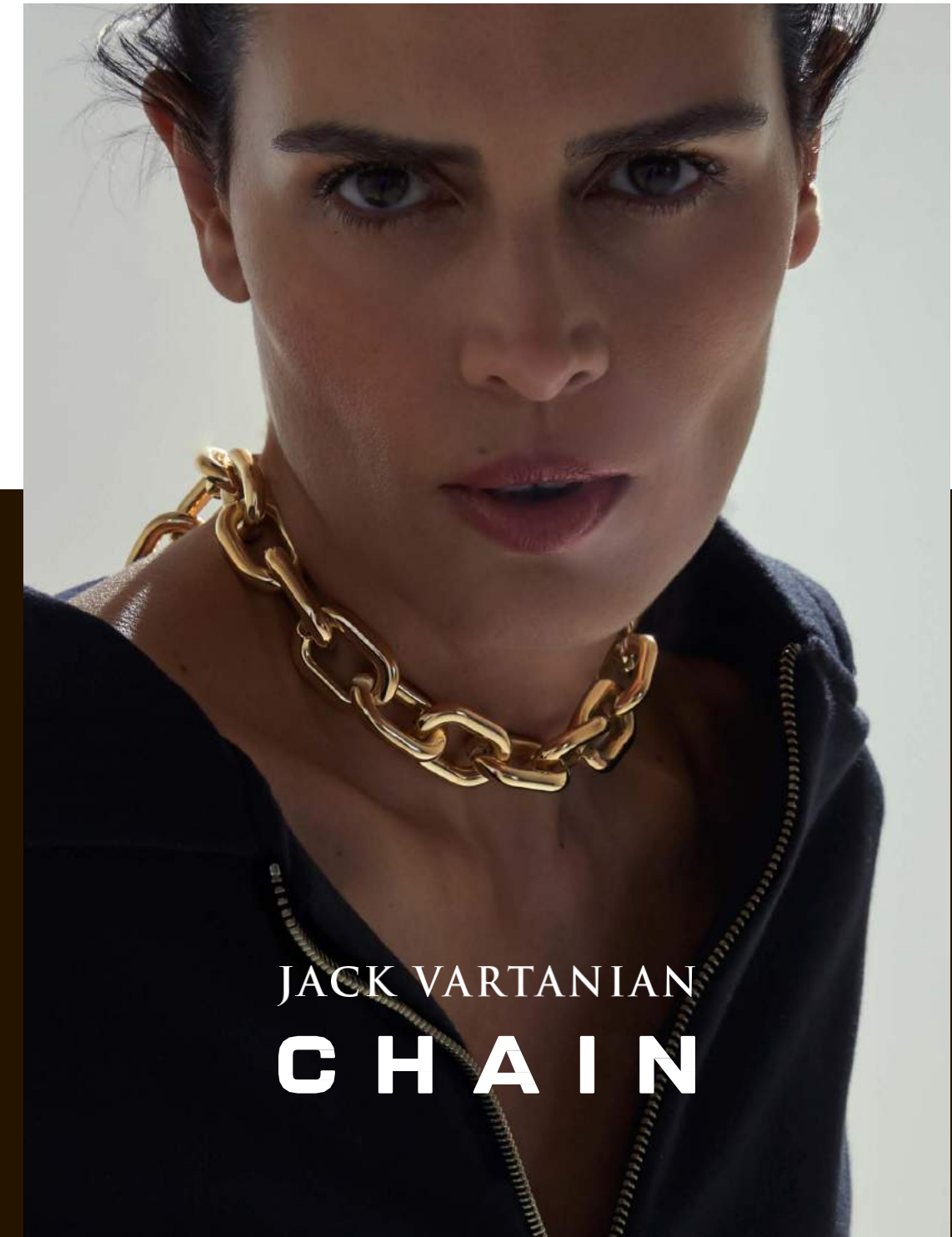


JACK VARTANIAN
CHAIN
L O V E R S

Chain Lovers Collection

Launched in December 2018, the collection was inspired by the inevitable success of the Chain collection, made on yellow gold-plated silver. Then the designer decided to create pieces with precious gemstones and yellow gold.

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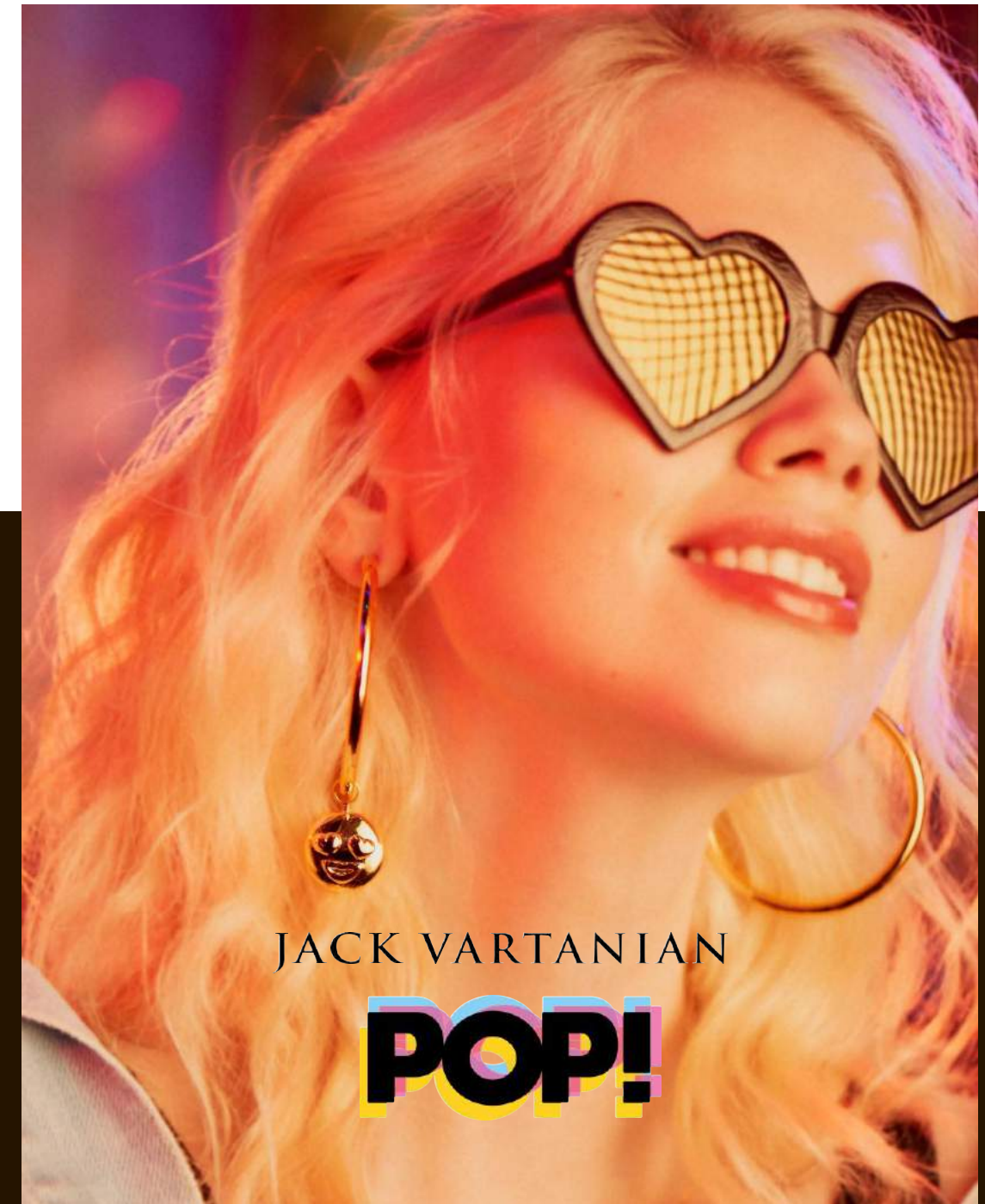
Chain Collection

Launched in August 2018, the inspiration came from a bijoux bracelet that belongs to the designer's wife, Cassia Avila. So he decided to create pieces inspired by the punk chic style.

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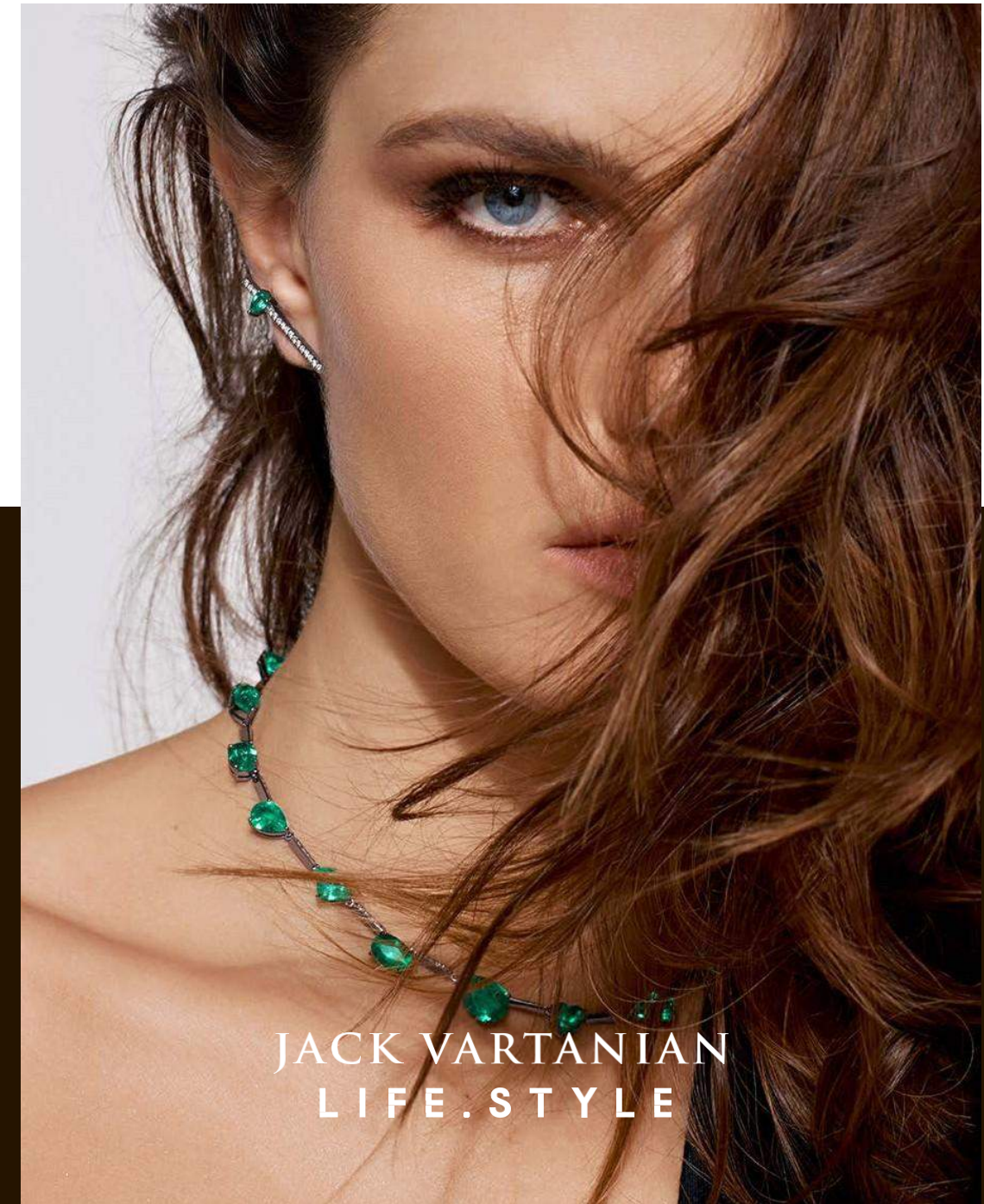
A B C D E



POP! Collection

Launched in April 2018, the collection was inspired by the digital universe and how the young generations communicate with each other. The result was fun pieces like letters and emoticons turned into pendants made in yellow gold-plated silver.

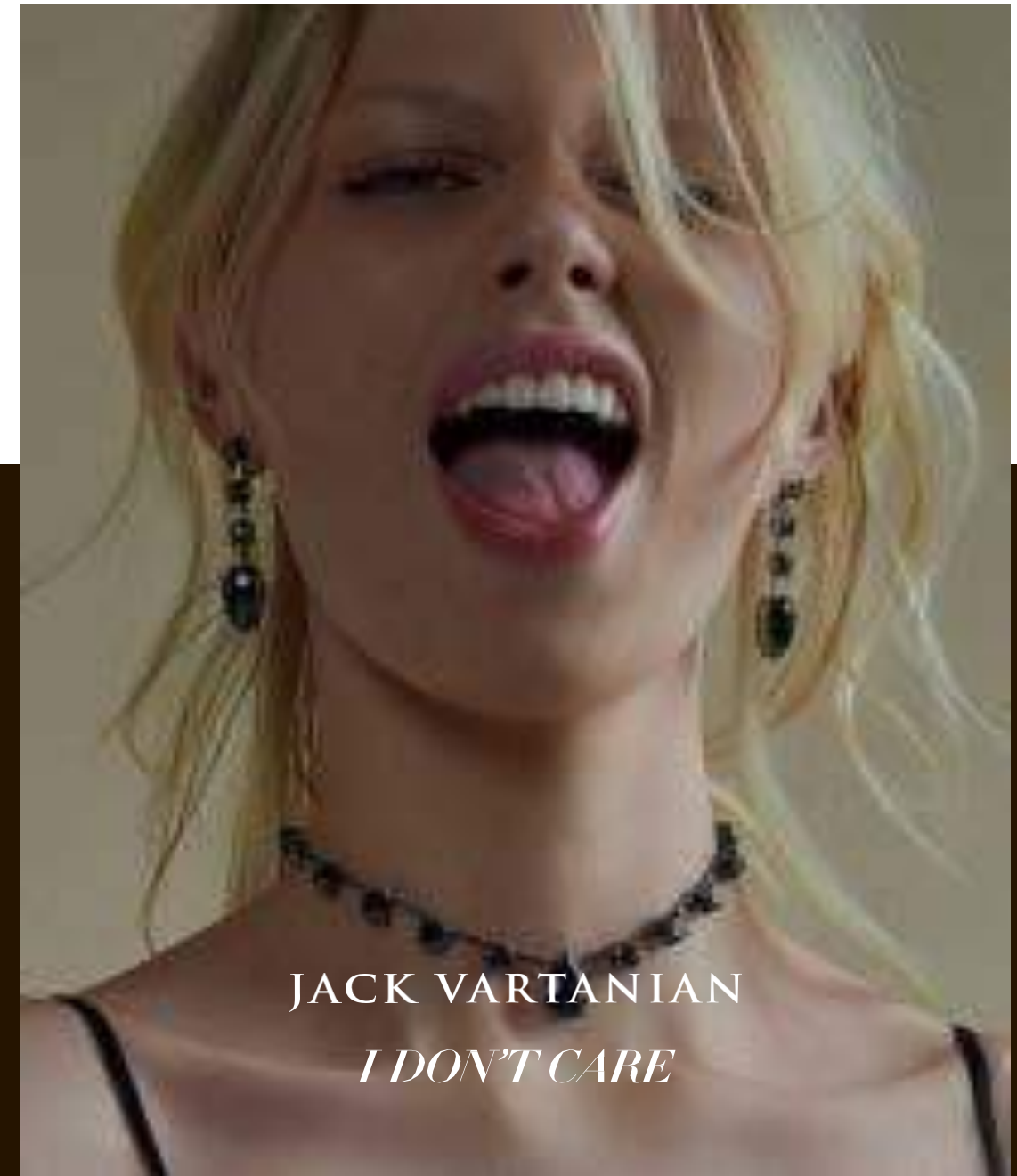
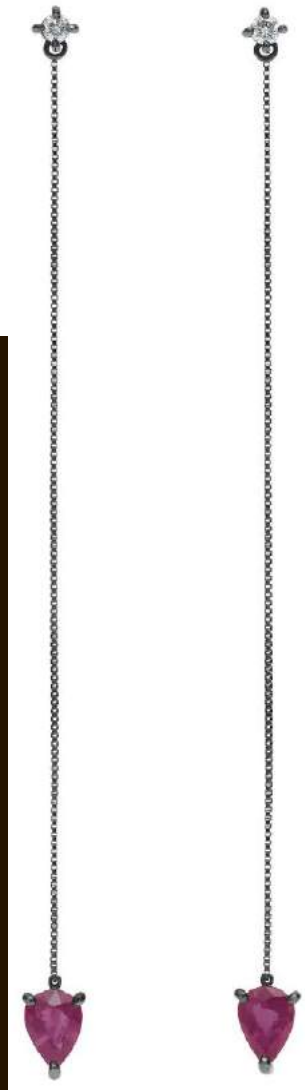
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LIFE.STYLE Collection

Launched in December 2017, the designer got his inspiration from the multifaceted women. "The collection is about the JV woman in its many facets. She is dynamic, just like her lifestyle," Vartanian says.

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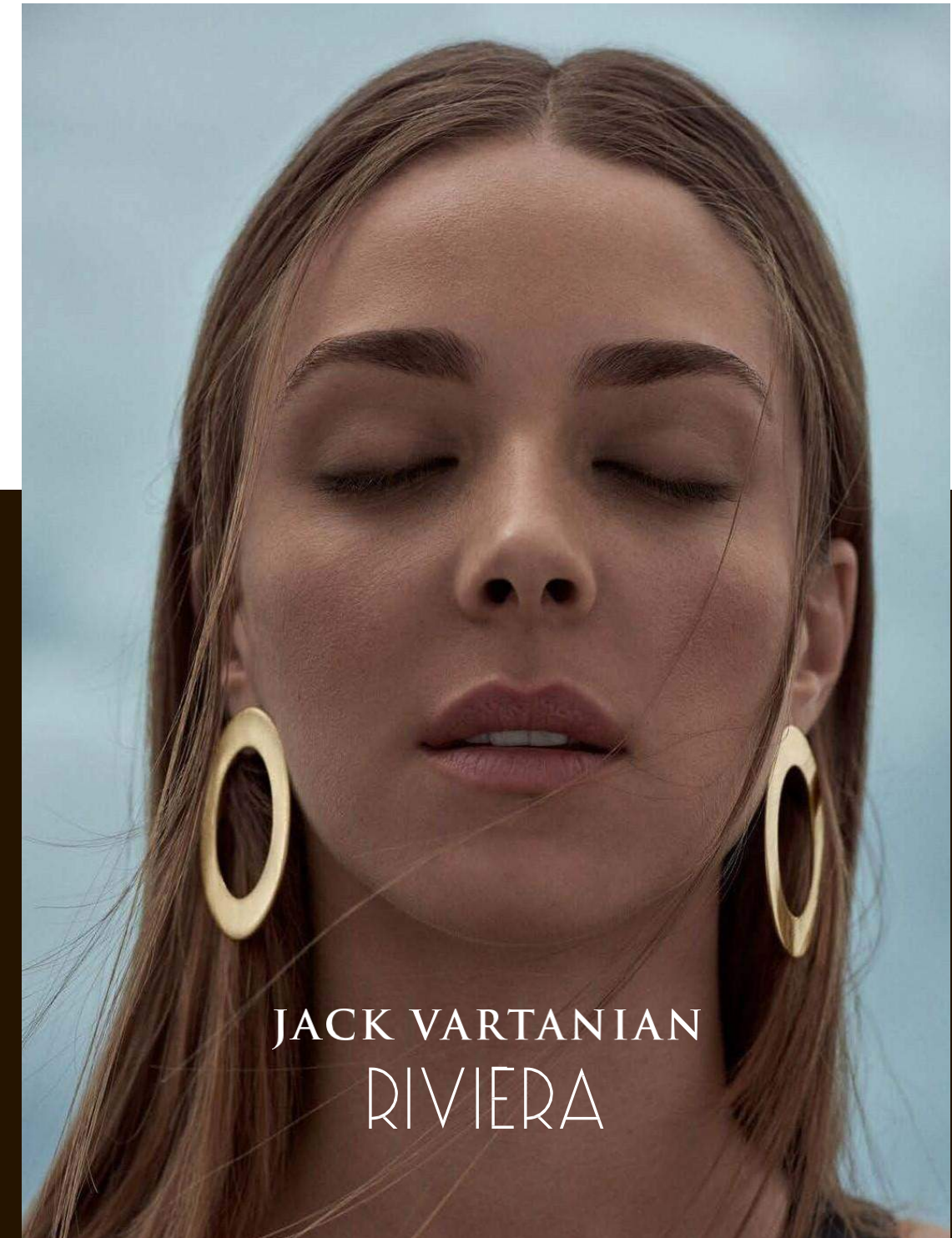


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I DON'T CARE

I Don't Care Collection

Launched in April 2017—a moment in which Brazilian political and economic situation was delicate—the collection was created for the clients to take a step back and try don't take anything too serious.

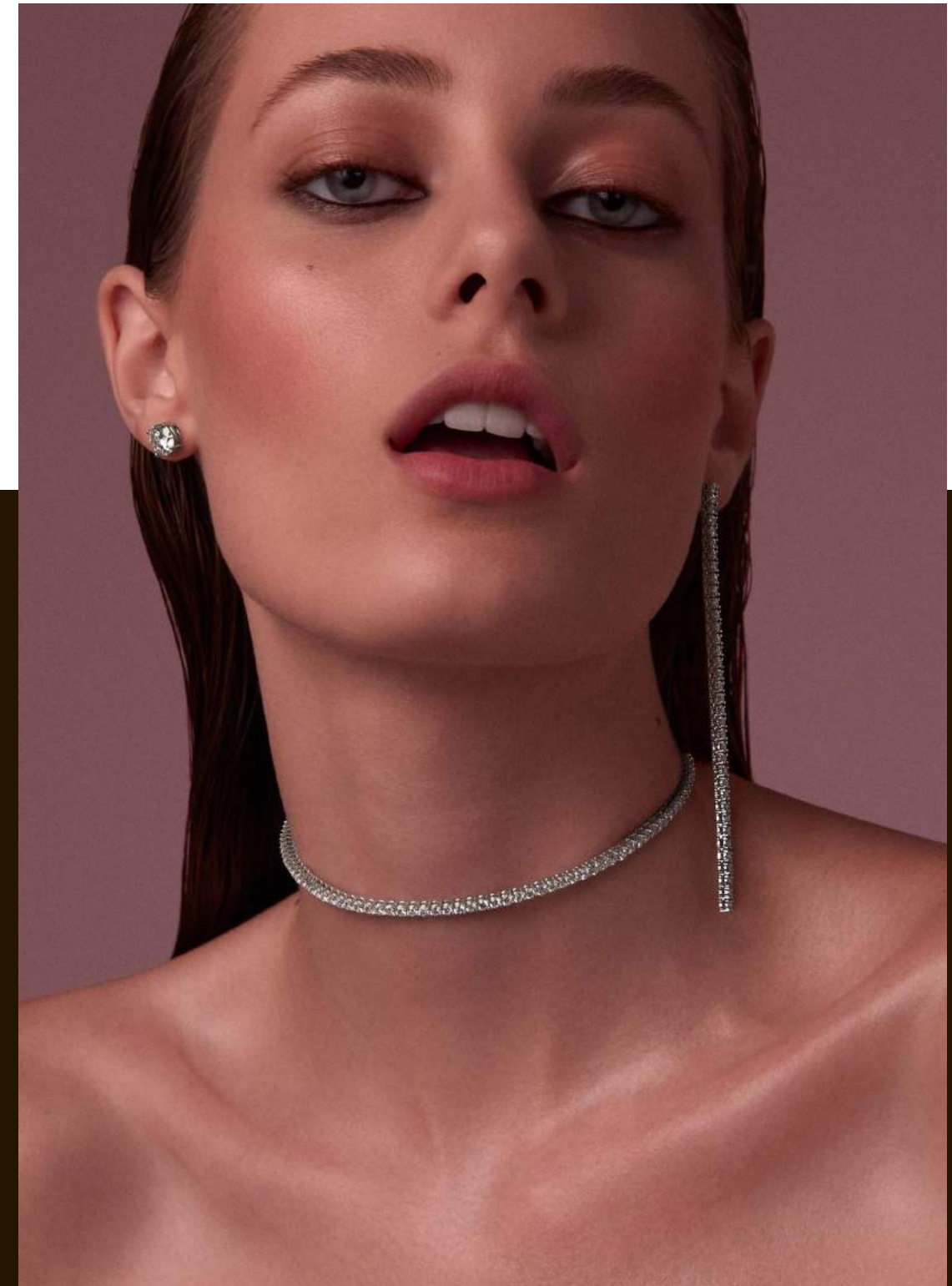
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Riviera Collection

Launched in March 2017, the inspiration came from the marvelous beaches in Mykonos, Ibiza and St. Tropez. The idea was to mix the pieces and have fun with the potential combinations.

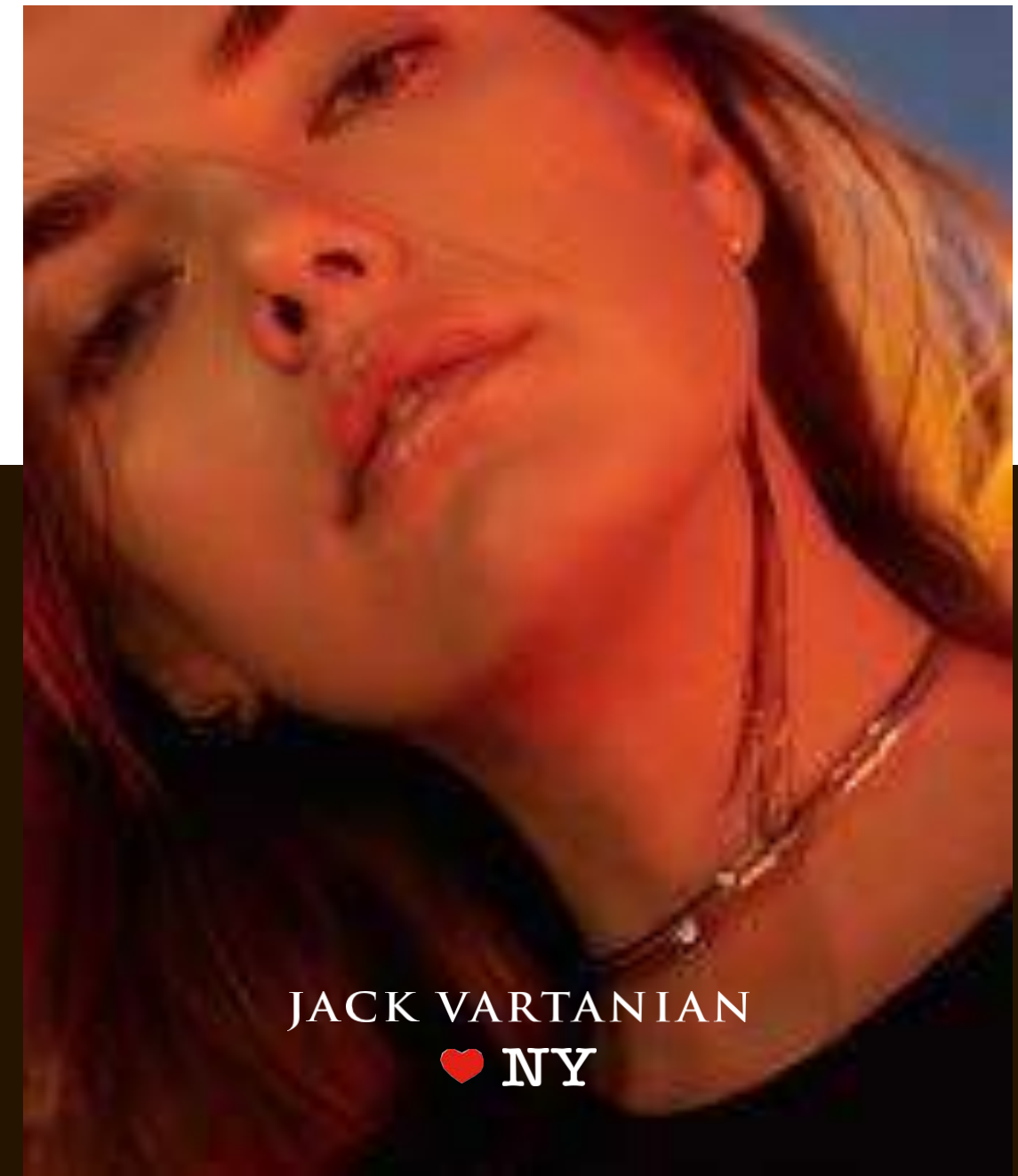
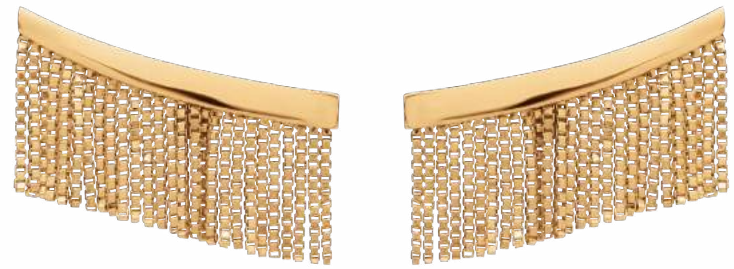
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Voyeur Collection

Launched in December 2016, the inspiration was the voyeurism to extract minimalist and anatomic shapes to create a clean and rocky collection.

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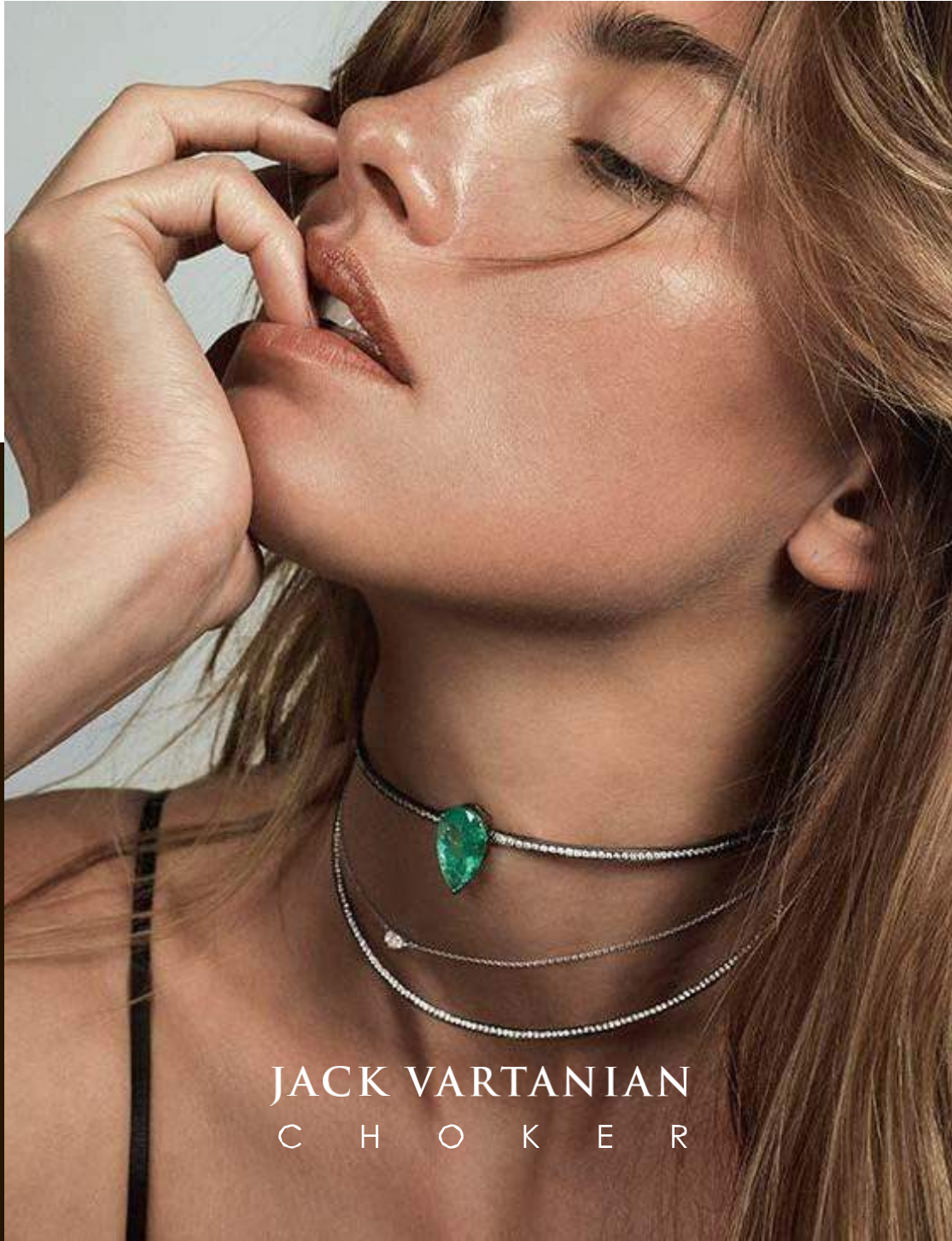


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♥ NY

Love NY Collection

Launched in August 2016, the inspiration was the famous city that never sleeps, New York. The designer thought about how the women could get out of work; just put an earring and then being ready for a dinner out.

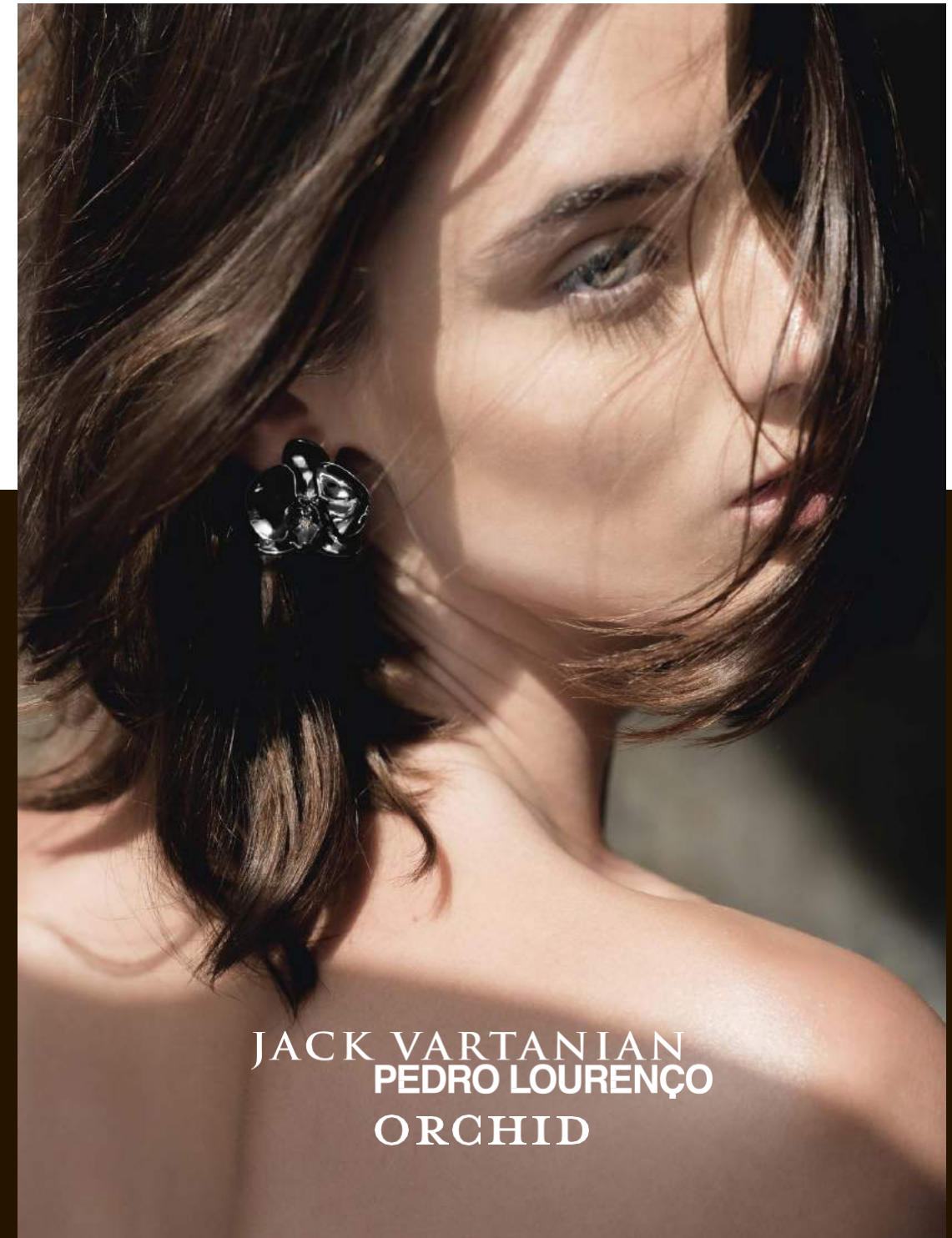
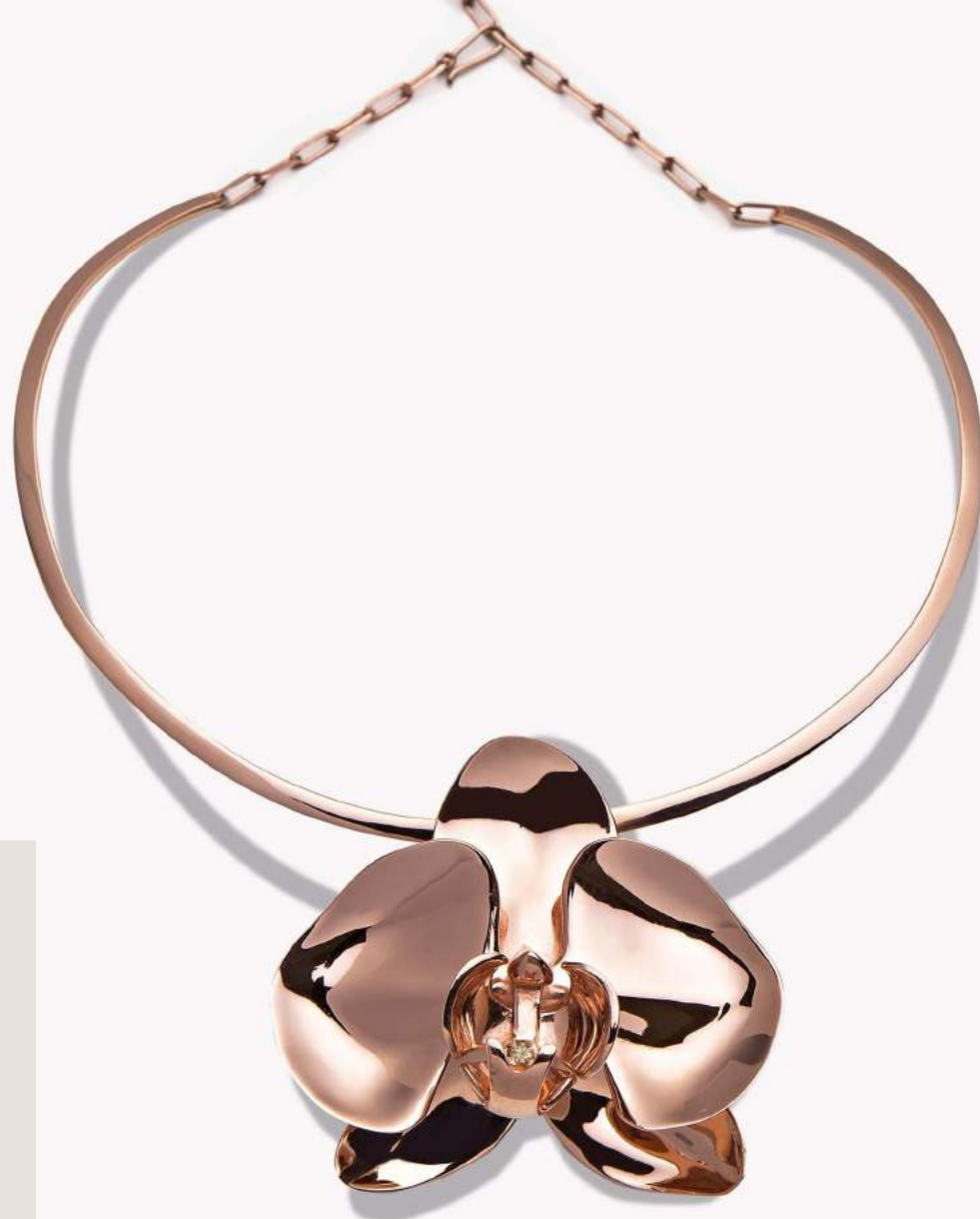
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Choker Collection

Launched in April 2016, Jack got his inspiration from the velvet and satin chokers that all the cool models were at the time.

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PEDRO LOURENÇO
ORCHID

Orchid Collection

Launched in August 2015, the collection was created in collaboration with the Brazilian designer Pedro Lourenço. The design claims to transcend the nature and the beauty of the flower.

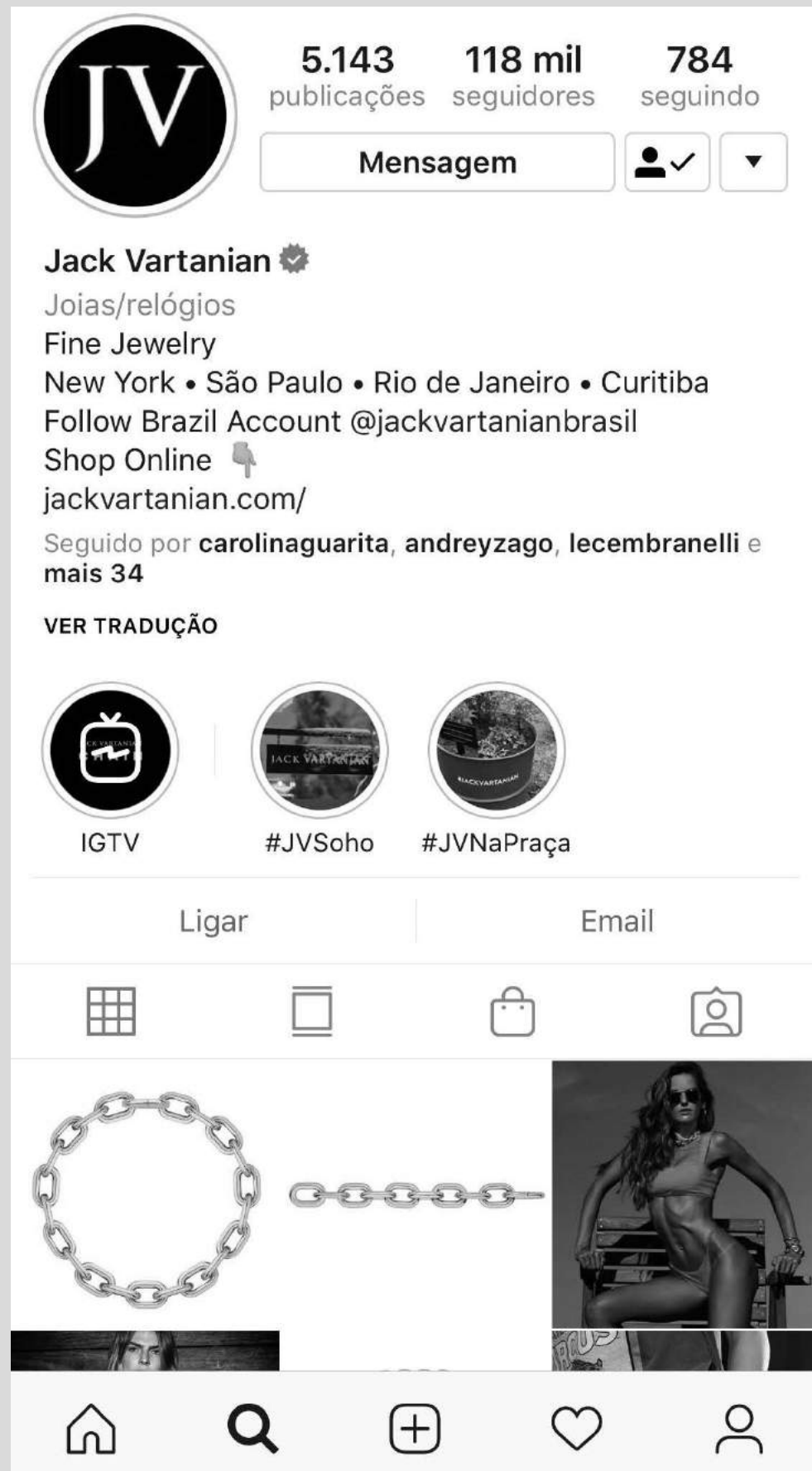
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Philanthropy



Jack has a huge engagement with philanthropy programs. Not only by donating pieces for gala auctions like amfAR or Brazil Foundation but also by launching capsule collections where part of the sales go to some social organization.

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Instagram profile for Jack Vartanian. The profile features a circular logo with the letters 'JV'. Statistics show 5,143 posts, 118,000 followers, and 784 accounts followed. A 'Mensagem' button is visible. The bio identifies the account as 'Jack Vartanian', a 'Joias/relógios' (Jewelry/Watches) business located in New York, São Paulo, Rio de Janeiro, and Curitiba. It includes a website link (jackvartanian.com/), a list of followed accounts (carolinagarita, andreyszago, lecembranelli, etc.), and a 'VER TRADUÇÃO' option. Below the bio are three circular icons for IGTV, #JVSoho, and #JVNaPraça. At the bottom, there are buttons for 'Ligar' (Call) and 'Email', and a grid of image thumbnails, including a chain bracelet and a woman in a bikini.

Social Media



Facebook page for Jack Vartanian. The page header shows the name 'Jack Vartanian' and a search bar. The profile picture is a black and white image of a woman's shoulder with a chain necklace. The bio identifies the page as 'Jack Vartanian', a 'Joalheria e relojoaria' (Jewelry and watchmaking) business. A 'Comprar agora' (Buy now) button is prominent, along with a 'Curtiu' (Liked) button. The page shows 24,302 likes from users like Tiago, Fê, and Gustavo. Navigation tabs include 'Página inicial', 'Sobre', 'Fotos', 'Vídeos', and 'Publicações'. The 'Sobre' section contains the website URL (http://www.jackvartanian.com/), a link to the Messenger page, a phone number (11 3524 4600), and the business category 'Joalheria e relojoaria · Joias/relógios'. The bottom navigation bar includes icons for home, search, shop, notifications, and a menu.

Through social media, Jack Vartanian's team explores ways to show how to wear JV's pieces, how to mix and match products, and also promote new releases and marketing campaigns.

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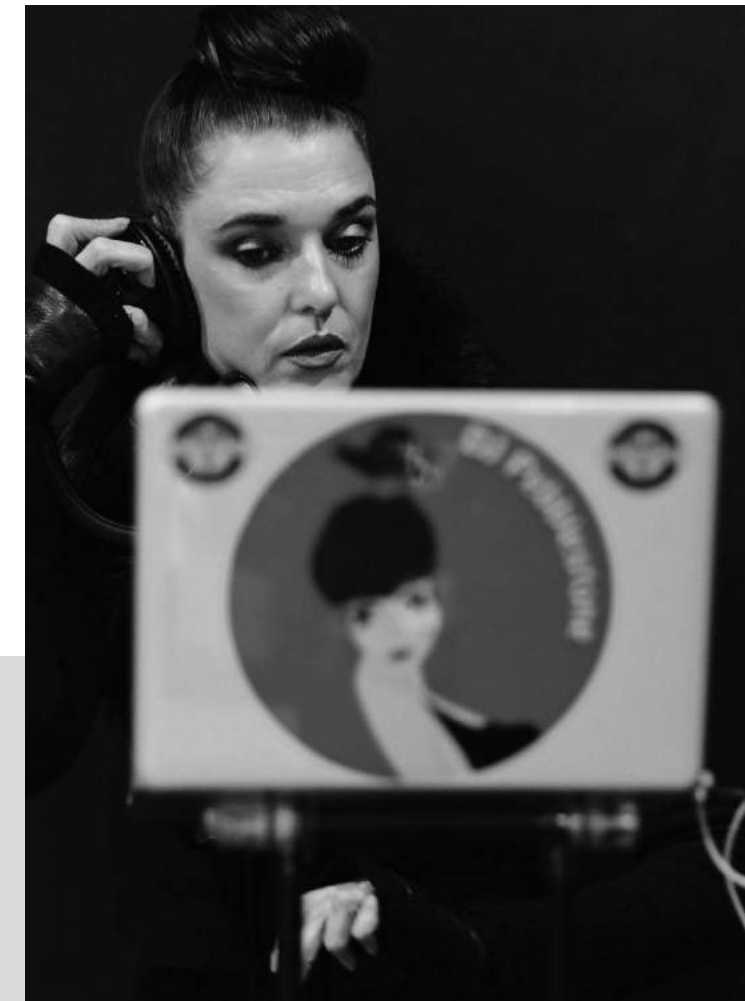
Who Wears



Loved by many celebrities from all around the world, here are some of them wearing Jack Vartanian jewelry.

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Events



Having space especially planned for receiving people, our Flashship Store on Bela Cintra Street, in São Paulo, has a charming rooftop that already had a lot of cocktails and happy hours.

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