



shopping

Rebelling against labels, this brand from Tamil Nadu offers a fresh perspective on statement jewelry

WEARABLE ART



WOW!
Recommends:
 Equator
 Earrings

Quietly shattering the glass ceiling of predefined labels is the gender-neutral and minimal-bold **NO NA MÉ**. Symbolizing self-expression beyond names, tags, or stereotypes, the Tirunelveli-based homegrown brand offers both hand-and-machine-made statement jewelry for the discerning individual.

"We focus on creating design-forward pieces which are architectural, versatile, and wearable works of art that feel both contemporary and timeless," says Smruti Mathisekaran, Founder and Principal Designer of the award-winning brand.

BACK TO THE ROOTS

With a background in Civil Engineering and Interior Design, Smruti rooted herself in form and design. "Over the years, I've worked on furniture and architecture projects, but jewelry became my chosen medium because it's so personal – it sits on the body, it moves with you, and it allows you to express who you are," she explains.

BOLD, FUTURISTIC AND SCULPTURAL

Multi-functional in style, NO NA MÉ's exquisite pieces include earrings,

necklaces, brooches, ear clip-ons, nose rings, hair and hand adornments, all crafted from brass with gold plating. They also work with leather, solid wood and transparent resin in combination with metal, creating bold, futuristic, and sculptural forms.



Primarily operating online and through pop-ups, the brand has taken part in over 20 curated pop-ups across India so far, including Hyderabad. Some of its pieces can also be found showcased at Theory of Everything in Banjara Hills, perfect for those who would like to explore the collection within a physical setup.

Ending on a hopeful note, Smruti shares, "Every NO NA MÉ piece is created with intention – to feel like an extension of your personality. We hope more people discover our work, experiment with styling, and make it their own." ■ IPSHITA

Price: Rs 1,400 onwards

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