

A woman in a black dress stands in profile, facing left, amidst a sea of flowing, golden fabric that creates a sense of movement and elegance. The lighting is warm and dramatic, highlighting the texture of the fabric and the silhouette of the woman.

ELITE COLLECTION



PRESS RELEASE

ELITE COLLECTION
FROM ECLATS DE BIJOUX

Éclats Bijoux unveils ELITE COLLECTION

**A New Era of Contemporary Luxury Jewelry
Paris — December 2025**

Éclats Bijoux proudly announces the launch of ELITE COLLECTION, a bold and refined luxury jewelry line that marks a decisive evolution for the Maison.

Designed as a celebration of excellence, feminine power, and global beauty, Elite Collection elevates Éclats Bijoux into the world of contemporary high jewelry with a strong international ambition.

More than a collection, Elite Collection is a statement — a vision of luxury where each piece becomes a symbol of achievement, heritage, and timeless elegance.



A Vision of Modern Luxury

Born from the desire to redefine luxury jewelry for today's world, Elite Collection embodies a new expression of prestige: emotional, cultural, and deeply meaningful.

The collection pays tribute to exceptional women across the globe — leaders, artists, creators, visionaries, and heirs — whose influence transcends borders and generations.

"Elite Collection was created to honor women who shape the world with strength, grace, and purpose. Each jewel tells a story — not only of beauty, but of legacy."



Craftsmanship, Rarity, and Storytelling

Elite Collection is crafted using the finest materials, including 18k gold, platinum, high-end vermeil, and certified precious gemstones such as diamonds, sapphires, rubies, and emeralds. Each piece is produced in limited and numbered editions, accompanied by a certificate of authenticity and a unique narrative that reflects its cultural and symbolic inspiration.

The collection is structured around four signature themes:

- World Queens
- Goddesses of the World
- Elite Heritage
- Eternal Power

Each theme embodies a powerful archetype of femininity, blending heritage with contemporary design.





An Immersive Brand Experience

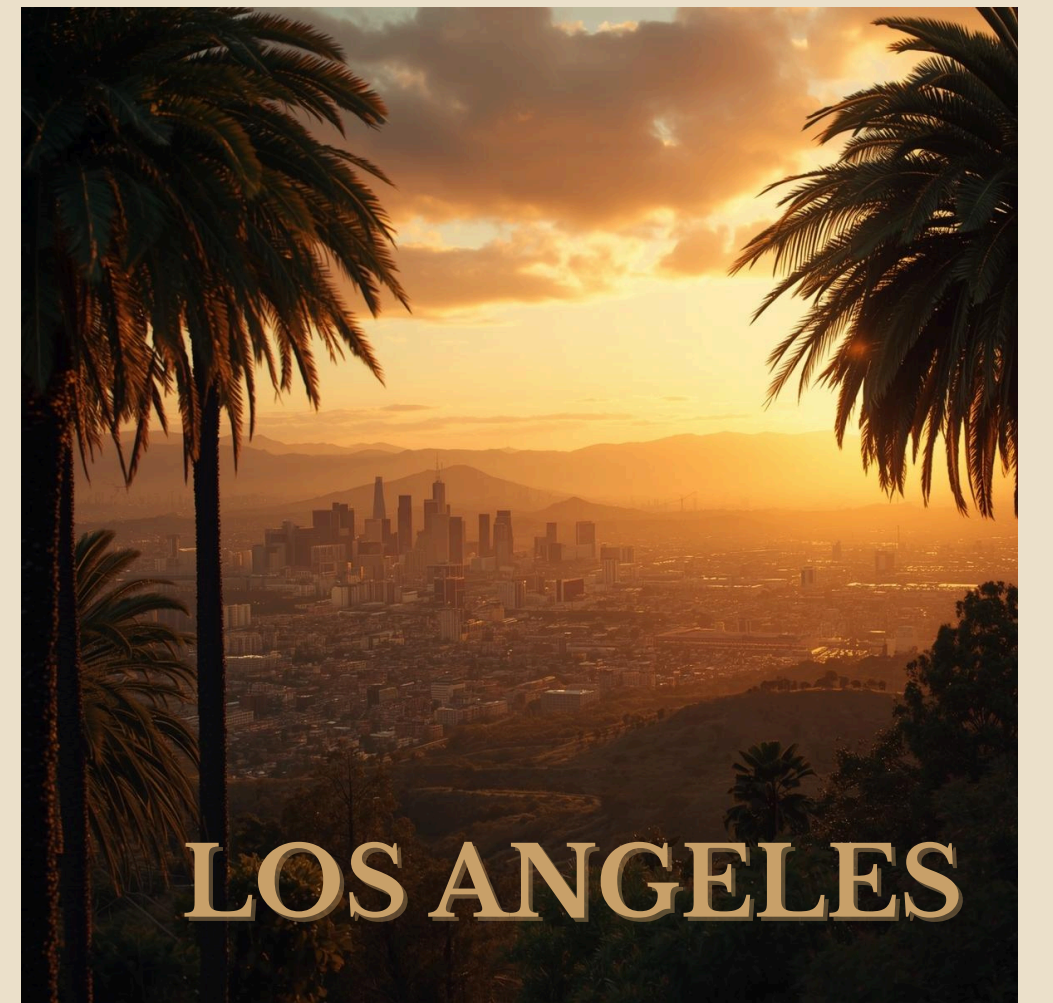
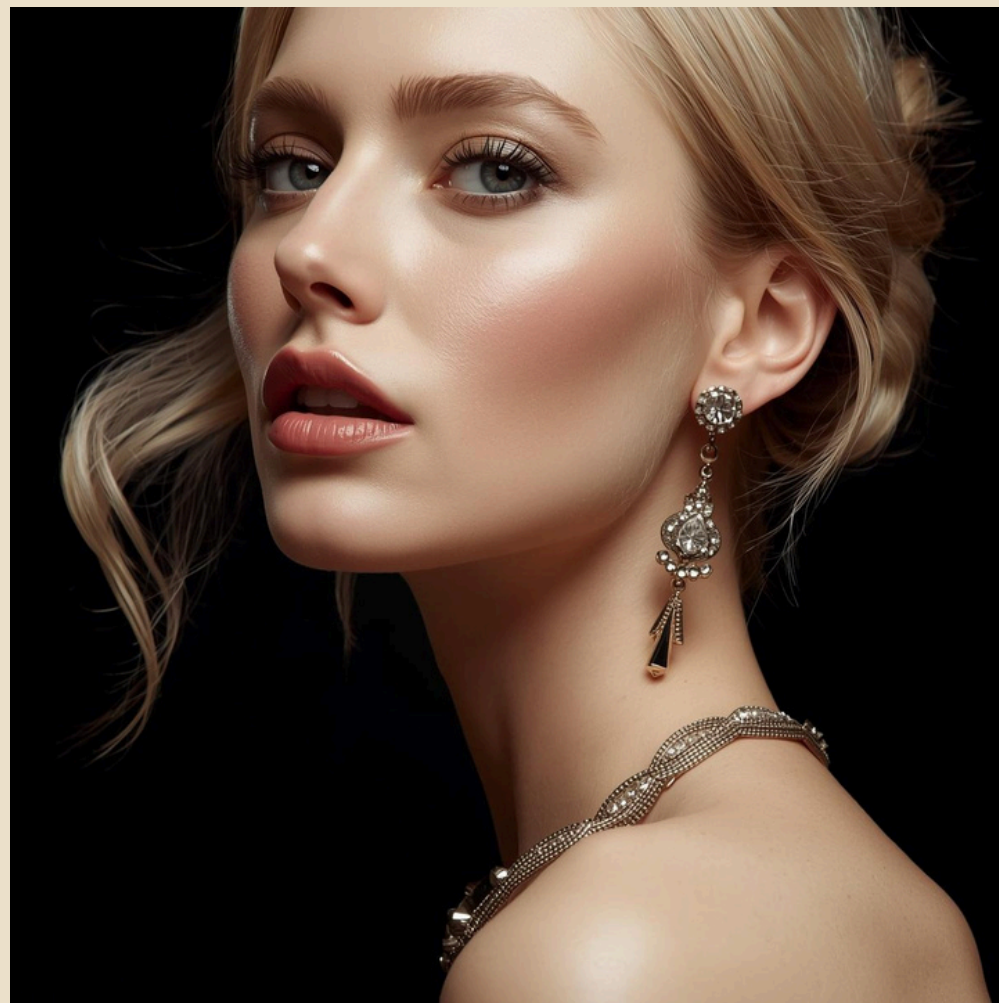
Elite Collection extends beyond jewelry into a fully immersive luxury universe.

The Maison orchestrates an anticipatory journey that precedes the purchase and consecrates it as a moment of refined ritual, drawing on cinematic storytelling, editorial-caliber visual narratives, the quiet influence of distinguished global ambassadors, and exquisitely curated private unveilings.

Distribution will follow a selective and experiential approach, beginning with a luxury e-boutique and private showrooms, before expanding into the world's leading luxury capitals, including Paris, London, Milan, New York, Dubai, and Shanghai.









A Strategic Step Toward Global Prestige

With Elite Collection, Éclats Bijoux enters a new phase of strategic growth, combining creative excellence, international visibility, and long-term brand value.

The initiative is supported by a strong investment vision and a scalable business model designed for sustainable luxury expansion.





About Éclats Bijoux

Éclats Bijoux is a contemporary jewelry Maison known for its elegant, accessible creations designed for everyday sophistication.

With Elite Collection, the brand embraces a new dimension of luxury, reaffirming its commitment to craftsmanship, storytelling, and the celebration of feminine excellence worldwide.



Elite Collection. Elite Power.

More than jewelry — symbols of success, elegance, and global heritage.

“Elite Collection is an ode to women whose strength transcends borders and generations. Each jewel carries a story of power, beauty, and heritage — a reflection of the legacy they create every day.”

— Sandrah Andrianasolo, Founder & Creative Director, Éclats Bijoux



MEDIA Q&A

Q1. What inspired the creation of Elite Collection?

Elite Collection was inspired by exceptional women across cultures — leaders, creators, artists, and visionaries. We wanted to create jewelry that goes beyond aesthetics, transforming each piece into a symbol of achievement and legacy.

Q2. How does Elite Collection differ from traditional luxury jewelry?

Elite Collection combines craftsmanship with storytelling. Each piece is limited, certified, and accompanied by a narrative rooted in culture and symbolism, offering an emotional connection rarely found in traditional luxury.

Q3. Who is Elite Collection designed for?

Elite Collection is designed for women who value meaning, excellence, and individuality — women who

see jewelry as an extension of their identity and personal journey.

Q4. What materials are used in the collection?

The collection features 18k gold, platinum, high-end vermeil, and certified precious gemstones including diamonds, sapphires, rubies, and emeralds.

Q5. What is the brand's international strategy?

Elite Collection follows a selective global expansion, beginning with private showrooms and a luxury e-boutique, then expanding into major luxury capitals through experiential retail and exclusive partnerships.

Q6. What does Elite Collection represent for Éclats Bijoux?

It represents a strategic transformation — elevating the brand into the luxury segment while preserving its creative DNA and building long-term brand equity.