



INSPIRED BY PERSIAN, AFGHAN
AND MIDDLE EASTERN ART
& ARCHITECTURE



SIMA VAZIRY
JEWELLERY

HANDMADE IN LONDON

Sima draws inspiration for her designs from Persian, Afghan and Middle Eastern art, calligraphy, architecture and textures, and her pieces are contemporary interpretations of the traditional.

With her work, Sima hopes to encourage positive feelings towards the region and to help promote its ancient hidden beauty, culture and heart.



SIMA VAZIRY

Award-winner Sima Vaziry's work has been recognised by the British Museum for whom she has created several commercial jewellery collections and her jewellery is part of the core range at the British Museum luxury shop.

Sima came into jewellery making as a second career from a graphic design background and after re-training, she launched her own business. It wasn't long before her work was picked up by the British Museum and her first collection for them became one of their most popular and best selling ranges.

To date, Sima has designed four collections for the British Museum, and has also received enquiries from the Louvre in Paris. Her award winning piece was used on the cover the book, "Silversmithing for Jewelry Makers".

Her success has been recognised in the form of press, TV and radio appearances including Sky TV and BBC Persia as well as BBC London radio. Her jewellery designs and personal story have been featured in "Woman & Home", "Tatler" and "Vogue Italia" online as well as in all the main trade magazines.

Sima works from her shop at the OXO Tower, where she continues to make her collections, create bespoke items for private clients and supply the British Museum. She also passes on her knowledge through teaching and delivering talks in and around London.

For more information on Sima please go to www.simavaziry.com





BLOOM COLLECTION

The British Museum Co. Afghanistan and core selection, since 2011

Inspired by the motifs seen on Persian carpets which are found in most homes in the region. The intricate patterns and designs derived from the beauty of nature are reflected in this range.

Silver with 24ct gold vermeil





MOSAIC COLLECTION

Many Islamic designs are built on squares and circles, typically repeated, overlapped and interlaced to form intricate and complex patterns.

The other basic shape is the polygon, including pentagons and octagons. All of these can be combined and reworked to form complicated patterns with a variety of symmetries including reflections and rotations. Silver with 24ct gold vermeil.





MOSAIC COLLECTION





JOURNEY COLLECTION

The British Museum Co. selection, 2012

Sima Vaziry was commissioned by the British Museum to design an exclusive new range of jewellery in support of the "Hajj: Journey to the heart of Islam" exhibition.

Silver with 24ct gold vermeil





HOPE COLLECTION

The British Museum Co. Afghanistan and core selection, since 2011

The design of the Hope range was inspired by the traditional prayer beads (Tasbeeh) used in the region since ancient times and the silver bead symbolizes the different shaped bead often included to help with counting. It features the poetry of Hafez, a widely admired Persian poet.

Silver with lapis, aquamarine, amethyst and rose quartz







JOURNEY CUFFLINKS

The British Museum Co. Hajj selection, 2012

These simple and elegant cufflinks are inscribed with kufic geometric calligraphy in Arabic which reads: "The Journey."

Silver with 24ct gold vermeil



HILL CUFFLINKS

The British Museum Co. Afghanistan selection, 2011

These stylish cufflinks are inspired by the square gold bracteates from the Tillya Tepe collection and feature the poetry of Hafez, a widely admired Persian poet.

Silver with 24ct gold vermeil



CUFF RING

Featuring the poetry of Hafez, a widely admired Persian poet.

Silver with 24ct gold vermeil



SQUARE CUFFLINKS

The British Museum Co. Hajj selection, 2011

The calligraphy on the cufflinks denotes the seven stopping locations for a pilgrim on Hajj.

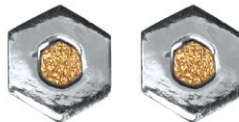
Silver with 24ct gold vermeil



KUFFIC CUFFLINKS

Elegant cufflinks inspired by the Kuffic style ancient writings on the walls of buildings found in the region.

Silver



MOSAIC CUFFLINKS

These cufflinks are part of the Mosaic range.

Silver with 24ct gold vermeil



DOME RING

The design of this ring is inspired by the intricate designs and motifs of mosque domes.

Silver with 24ct gold vermeil



BLOOM RING

This ring is part of the Bloom range.

Silver with 24ct gold vermeil




SIMA VAZIRY

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