



BAUNAT

SMART LUXURY



ABOUT BAUNAT

BAUNAT was established in 2008 in Antwerp and quickly became one of the largest diamond jewellery companies in Belgium. Today BAUNAT is considered to be one of the leading online references in the world for exquisite and fine diamond jewellery thanks to its innovative and disruptive business model. As well as the multi-lingual digital boutique, customers are also welcome in showrooms across Europe and Asia.

BAUNAT is known for its high-quality materials and superb finish, together with its excellent price and great service. Thanks to the ability to purchase at the source, its in house jewellery manufacturing and direct to consumer sales, the Belgian jewellery brand offers fine diamond jewellery at an unseen price-quality ratio.

EXPERIENCE - EXPERTISE - EFFICIENCY



OUR NAME

The name BAUNAT originates from the French term “beauté naturelle”, meaning natural beauty. All our fine jewellery is made with natural diamonds, creating pieces to be treasured for an entire lifetime and beyond. Our sophisticated style combines classical elements with touches of contemporary design so they can be worn as comfortably on a special occasion as they can be every day. From a magical proposal to a sophisticated business look, BAUNAT has the perfect jewel for those who don't want to make compromises when it comes to their style or their purchasing choices.



SMART LUXURY

At BAUNAT, we are proud to guarantee high quality and transparency in terms of materials, finish, design and service, combined with an excellent price. That is what we call, "Smart Luxury."

Traditionally, luxury brands would tend to invest heavily in high stock volumes, marketing strategies, luxurious retail stores. Those extra expenses are later reflected in a higher priced final product, directly impacting the client's wallet. BAUNAT guarantees that the prices they pay are in direct correlation to the quality of the products offered.

Diamonds come in a range of colours, from D (colourless) to Z (visibly yellow). As the highest colour grade in the "near colourless" range of the scale, G colour diamonds offer outstanding looks with a lower price tag than diamonds in the "colourless" range.



OUR CLIENTS

The rise of Internet and social media have helped consumers all around the world be more informed than ever before. The BAUNAT client belongs in this 'SMART' consumer segment. They are intelligent and savvy, they demand quality and service in all its facets. A BAUNAT client is not prepared to overly pay for inefficiencies or intangible elements not reflected in the real value of the jewellery they buy.



DIAMONDS AT THE SOURCE

The emotional value of a jewel might be priceless, but its intrinsic value can be calculated. For this reason, we have made a conscious decision to adopt a straightforward approach and apply it to every facet of our business, meaning you will always pay the correct price for your diamond jewellery.

Thanks to years of experience in the international diamond and jewellery industry, the founders of BAUNAT have been able to build up a wide and privileged network of leading diamond companies. We select our diamonds directly at the source, so that we not only buy at the best possible price but can also guarantee the highest quality. This in combination with our efficient stock management, direct sales and digital approach, makes BAUNAT the smart luxury brand it is today.



WHAT WE DO

CLASSIC COLLECTION

DESIGN COLLECTIONS

BESPOKE JEWELLERY

HIGH JEWELLERY

WATCHES



CLASSIC COLLECTION

The BAUNAT Classic collection features timeless and elegant diamond jewellery that you can wear both daily and on special occasions. Ranging from a solitaire engagement ring to a tennis bracelet, or a royal sapphire entourage pendant, our extensive product range will have a special diamond jewel to celebrate many different occasions and relationships. All our diamond jewellery is designed and handcrafted in our ateliers in Antwerp & Paris.



DESIGN COLLECTIONS

The unique, distinguished jewellery pieces in our Design Collections combine modern jewellery-making techniques with experienced craftsmanship to provide finesse and delicately arranged curves. Each piece is made with durable 18 Kt gold or 950 platinum and 100% natural and conflict-free diamonds, exuding pureness and perfection.

In BAUNAT's Designer Jewellery collections, you'll find our iconic collections featuring our original and modern creations. From classic collections such as the Wild Roses Collection, to innovative designs like the Dancing Lady collection. All these collections are in collaboration with both upcoming and renowned designers to achieve the most original and unique pieces.



BESPOKE JEWELLERY



Every jewel tells a story and with our tailor-made service, you can determine the narrative and create the jewel of your dreams. Starting from your ideas, we will guide you through the creation process. From rough sketch to 3D model to a magnificent handmade jewel, our designers are with you every step of the way.



HIGH JEWELLERY

The BAUNAT High Jewellery collection consists of elegant hand-crafted masterpieces, designed especially for you by our most talented craftsmen, with an eye for detail and perfection. The special stones and luxurious look make these unique diamond jewels real eyecatchers. Every design offers timeless luxury, destined to inspire awe wherever and whenever it's worn. A bold tribute to the sublime pleasures of luxury living.



WATCHES

A BAUNAT timepiece is assembled by hand by our experienced watchmakers following the highest quality standards.

The Swiss Collection is a limited-edition collection geared towards those who appreciate watchmaking know-how and expect a high standard of perfection for an unbeatable price. The watches from our Swiss Collection are 100% made in Switzerland and all made of 18kt gold. An item of practical and emotional value, which you will be proud to pass on from one generation to the next.

The Italian Collection guarantees both contemporary designs and a long tradition of exquisite craftsmanship. Designed in Italy, made from Swiss components, and encased in 18 Kt gold, the Italian Collection is modern and ideal for everyday use.



OUR UNIQUE SELLING PROPOSITION

FULL TRANSPARENCY

EXCELLENT PRICE

HIGH QUALITY

OUTSTANDING SERVICE

ETHICAL & SUSTAINABLE JEWELLERY



BAUNAT IS ALL ABOUT FULL TRANSPARENCY

All individual diamonds, starting from 0.30ct and higher, purchased with BAUNAT are certified by default by one of the three most renowned laboratories in the diamond industry worldwide: GIA, HRD or IGI.

Thanks to this deliberate choice for a highly transparent, independent & objective certification, our clients will never receive a diamond of inferior quality. A diamond grading report summarizes a diamond's verifiable information such as the 4C's, proving the identity and the value of a diamond.




MOST COMMON PITFALLS/MALPRACTICES WHEN BUYING DIAMOND JEWELLERY

Unfortunately, many jewellers issue in-house diamond certificates, thereby possibly marking up the grades of their offered diamonds. In addition to that, many jewellers let their diamonds be graded by a less reputable laboratory, causing the same issue. For instance, a client pays for a diamond with a certain score on a “self-made” certificate and receives a diamond that would be certified much lower by a reputable lab. In order to be trustworthy, certificates have to be provided by reputable and independent laboratories such as GIA, HRD & IGI.



EXCELLENT PRICE / HIGH QUALITY

Example: A solitaire diamond ring in white gold

	BAUNAT	Traditional fine jewellery brands
Price excl. VAT	€ 6.490	€ 13.000 and onwards
Specifications	<div></div> <div><p>Alloy: 18 Kt Colour: white gold Carat: 1.00Ct Shape: round</p><p>Colour: G Clarity: VS2 Cut: VG Certificate: GIA, HRD or IGI</p></div>	

*Research carried out in 2022 by an independent wedding planner



OUTSTANDING SERVICE

To deliver what we promise: this is what BAUNAT aims for. And we do this via an unparalleled service.

Our unique approach is reflected in numerous consecutive years being rated on Trustpilot as Belgium's number one for 'Jewellery & Watches' and even one of the highest rated in the broad category 'Shopping & Fashion' in Belgium.

This exceptional and sustained client endorsement is based on more than 3000 reviews across the globe.





ETHICAL AND SUSTAINABLE DIAMOND JEWELLERY

When it comes to the diamonds we use in our fine, handcrafted jewellery, BAUNAT is uncompromising. Not only do we exclusively use the highest quality natural diamonds, but we also guarantee that they meet the highest ethical standards. When you buy a BAUNAT diamond, you can be fully confident it is sourced responsibly and is conflict free. That is our promise.

BAUNAT is proud to announce that it has received a three-year certificate (2022-2025) from the Responsible Jewellery Council, the world's most renowned & stringent certification organisation, that guards over the supply chain integrity, sustainability & best practices in the global jewellery and watch industry.





TRUST VIA QUALITY LABELS & AWARDS

BAUNAT has also been granted the trust mark of Ecommerce Europe and SafeShops. These two trust marks allow our clients to recognize a trust mark across borders, which is in line with the most stringent EU rules for consumer protection and privacy.

The aim of these trust marks is to assure consumers all over the world that the respective “trust-marked” e-shops have been validated by an Ecommerce Europe accredited trust mark provider and have been assessed as being perfectly safe for online buying.

Next to the trust marks, BAUNAT is also proud winner of the award for the best Belgian web shop for multiple consecutive years.





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