



THE JEWELLERY MAKERS

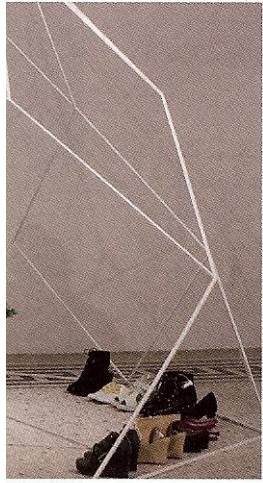
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Baunat Baunat is true fashion as well as an e-commerce pioneer. Since 2008, the company founded by Stefaan Mouradian and Steven Boelens has blazed a trail for Belgian diamonds by retailing high-end, original jewellery online. There's no middle-man so prices are kept low, and its visionary founders have enough fashion sense and business nous to keep creativity high.

Inspired by the tagline 'unveiling inner beauty' Baunat's website features exclusive designs from some of the best designers in Belgium such as Wouters & Hendrix and Anne Zellien. But Baunat also regularly works with the Flanders Fashion Institute to scout for new talent, providing a much-needed platform for young jewellery makers such as Elisa Schepens (her *Licio* line, pictured above left), who might not otherwise have the opportunity to work with such expensive materials. There is also a broad selection of more traditional styles handcrafted by local artisans, for those who looking for a more classic design. "Belgium is famous all over the world for its fashion and also for its diamonds," says co-founder Boelens. "We wanted to create a brand that combined the two elements." So far it has been a resounding success, thanks not only to the product but also to the great service: the website is well-designed, allowing for a simple and pleasurable retail experience; shipping is free and fully-insured; all Baunat products come with a 20-year warranty; and if you are still unsure you can always book an appointment to visit their showroom, which is probably worth visiting just to meet the friendly and knowledgeable team who run it.

www.baunat.com



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