
COULDN'T RESIST?
Ye toh hona hi tha!
INDULGE IN
beYon
LABORATORY-GROWN DIAMONDS
HOUSE OF TITAN



You said just one.

One pani puri. One jalebi. One piece of kaju katli before dinner. And then the plate is empty, your fingers are sticky, and you're reaching for another, without a hint of guilt.

Nobody counts at this time of year. The lights go up, the table fills up, and the answer to everything is yes. So why stop at the sweets?

beYon is made for the other thing you can't resist: a little sparkle.

Ye toh hona hi tha!

...urges you to give in to what you want. Go on, flip the pages and indulge in laboratory-grown diamonds: in one piece worn many ways, in unique cuts like pear, oval, marquise and emerald, and in stacks of bangles, bracelets and rings you can lose yourself in.

NOT AS TRADITION DICTATES,
BUT AS DESIRE COMPELS.

CAN'T WEAR IT JUST ONE WAY?



FT. ONE PIECE, MANY WAYS



SCADDAU ~₹1,85,000



Twice As Nice

Wear it as a graduated disc pendant or as a scalloped collar.

SCADGAP ~₹79,000



Give in to one piece, many ways.

Set of 3 rings; wear them solo or stack them for an indulgent look.

SCADFAV ~₹66,000



Chain Reaction

A fine chain of pink beads and uniquely cut laboratory-grown diamonds links ring to wrist, so one sparkle leads to the next.

SCADBAX ~₹70,000





Three's Company

Wear the bezel-set ring solo, slip on the pavé jacket for a full stack, or let the jacket take the spotlight on its own.

SCADFAS ~₹1,30,000

CAN'T RESIST A SWEET CUT?



FT. STATION CHAINS WITH UNIQUE SHAPES

Frosted Sparkle &
One At A Time Necklaces.

Wear them together - The bold gold bezel-set mixed-cut necklace paired with hexagon-sparkled station chain.

SEDVNJK ~₹1,18,000
SEDVNHC~ ₹82,000

A Little Treat

Indulge in this princess-cut station chain enhanced with a bezel-set drop.

SSDVNIP ~₹1,00,000

Garnished With Sparkle

A choker-length station chain with laboratory-grown diamonds framed in scalloped gold bars that sit at graceful intervals on the collar,
like sugar sprinkled on each bite.

SEDVNCW ~₹1,08,000

Drop The Rule Necklace

SSBVNA~ ₹1,37,000

COULDN'T STOP AT ONE?



FT. STACKABLE BRACELETS, BANGLES AND RINGS

Give in to the stack.

Start with a mixed-cut bracelet connected with fine chain links, then add a bezel-set bracelet held by bold gold bars. Add two more of each and stack them together. Enjoy the play of marquises, pears, emeralds, ovals and more!

SSDVBDC ~₹2,11,000
SSDVBBR ~₹2,18,000
SEDVBIP ~₹1,20,000

Beaded bands, ribbed gold, baguettes, a marquise, an emerald-cut crown: stacked high and impossible to stop at one. Add a band, then another, then the one you swore you'd skip. Some stacks are meant to be built slowly, and some are meant to be devoured.

Couldn't resist? Neither could we.



Why stop at one when you can have it all? Slide on another bracelet. Add one more bangle. Crown a finger with a ring, then another, then one more.

Go on, reach for another.



Bangles come in as many moods as there are sweets on the table, and the best festive looks never stop at one.

SSBVVCM ~ ₹2,00,000
GCAVVAA ~ ₹3,76,000
SEDVVIK ~ ₹75,000

You said you'd stop at one.

Four friends and a puchka that was never going to be the last. That's how it goes at this time of year: it starts with one, the next follows, and before anyone can explain, everyone's in. The sweets, the chaat, the sparkle on your fingers: you couldn't resist, and you were never meant to.

Ye toh hona hi tha!

Go on, give in.

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