



KRİKAWA

The Art of Your Imagination



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The Artist

Reads Rules and Redefines.

Forms Shapes and Redesigns.

Finds Balance in Chaos.

Reveals Rhythm in Stillness.

Sees Color in Darkness.

Imagines, Dreams, Creates

a Reality that is

Unparalleled, Unprecedented, and Fantastically New.

Making The Earth Smile with Delight
and Wonder

What Next?





Juicy Light

Inspired by the sinuous curves of the Greek amphora, this design echoes the vase's rounded belly, narrow neck and wide mouth. With high karat golds, brilliant diamonds and a magnificent pink sapphire, this ancient shape has been re-interpreted and transformed into an elegant and sensuous ring in the modern day.

Drawing a Beautiful Line Directly to Consumers.

How does an award-winning jewelry designer transform her one-of-a-kind art wear into a wildly successful business, recording impressive growth annually since 2002? Krikawa Jewelry Designer, Lisa Krikawa, achieved it through her insightful spirit, a special understanding of her market—and an imaginative business model that uniquely combines high technology with the personal touch.

By providing her clients with 24-hour online access to Krikawa's customized, virtual gallery, Lisa has created a direct line to each and every customer—effectively eliminating time zones, travel distance, currency differences and, most importantly, middlemen. Clients are free to browse, and explore jewelry designs, stone combinations, metal options, and more, at their own place, at their own pace. This liberating business model is proving successful with an incredible 90% of Krikawa's sales originating via the Krikawa online gallery.

Perhaps even more than convenience and freedom, direct online access gives Krikawa's savvy world-traveling consumer an immediate and personal connection to the Krikawa creative team, including designer Lisa Krikawa and her helpful design consultants who are knowledgeable in gemology, fine jewelry engineering and platinumsmithing. For consumers who love the collaborative journey of designing their own art wear, this accessibility enables them to actively participate in the co-creation of their unique diamond rings, wedding bands, lockets and more—bringing a deeper emotional interaction to the entire process. The ultimate result? A unique collaborative experience resulting in an extraordinary one-of-a-kind piece of commissioned jewelry even more beautiful than they imagined.





Carved Curls

Frequently inspired by nature, Lisa artfully interpreted the glistening dawn light upon gently unfurling vine tendrils with this delicate and serene sculpture. Tapering diamonds become dewdrops, and a center diamond becomes a brilliant pool of shimmering light, transforming her vision into a uniquely composed, elegant ring.

Redesigning an Art Form into a Beautiful Business.

Lisa Krikawa's story is as unique and surprising as her art wear. While she began her journey as a visionary artist, Lisa ultimately rose to become a successful businesswoman. And she was able to achieve that by redefining, re-tooling and creating a completely innovative business model.

Lisa launched Krikawa Jewelry Designs following the traditional trade show and art gallery route, reaching out to consumers one-at-a-time with her one-of-a-kind jewelry designs. After three years, Lisa had won national awards and industry recognition, but found herself in considerable debt.

Courageously and thoughtfully, Lisa stepped back to refine her perspective. She observed a rapidly changing world—with increasing globalization and expanding internet usage—growing more and more impersonal, with little human connection. Lisa also saw a lucrative target market in newly engaged couples looking for jewelry that would express their unique love and allow them to unite their vision with the designer's sensibilities.

Lisa imagined the possibilities and the financial potential of connecting with these clients via a web-based business that allowed for client interaction and customization. Lisa evolved her business plan transforming her artist/craft model into a custom design wedding jewelry company with a comprehensive internet portfolio showcasing a myriad of design options. She also committed her team to developing and nurturing client relationships incorporating a gracious and attentive human touch—which put Krikawa Jewelry Designs on an unprecedented growth trajectory.





Tribal Band

Derived from aboriginal and tribal tattoos, this striking ring incorporates the dark lines and jagged shapes found in South Pacific and African designs. By incorporating modern elements of black and white diamonds with precious metal, this ring becomes a statement that's bold, modern and ultra chic.

Creating a Culture that's Into Technology.

Krikawa uses the industry's most advanced technology in a variety of ways every single day, beginning with the way Krikawa connects with consumers online. Using highly advanced search engine optimization, consumers worldwide looking for custom jewelry design and wedding wear are able to connect with the Krikawa team at Krikawa.com. Krikawa's in-depth website allows clients to view their imaginative body of work, showcasing hundreds of customized designs. Using a genome database to store and retrieve customer preferences, Krikawa provides clients with easily accessible, informative details about their personal 'likes' in traditional and state-of-the-art metals as well as an entire spectrum of diamonds, fancy-colored stones, conflict-free stones and more. Clients can get a quote, send favorite designs to friends, rate their ring designs, find stones that complement a certain style, and much, much more—all at Krikawa.com.

What's more, all client communications are stored digitally, so both customers and the Krikawa team can easily refer back—whether it's to remember a design detail, a birthday or a client's favorite color. This enables the team to build and strengthen the client relationship with every single point of contact.

Krikawa's state-of-the-art 3-D rendering capabilities—for design, construction, modeling and engineering—enables the team to create art forms unfathomable by traditional jewelry designers. Throughout the time-intensive, meticulous sculpting process, Krikawa's metalsmithing team also uses the most advanced technology, tools and materials, including state-of-the-art laser welders and rapid prototyping equipment.





Mokume Curls

This solitaire setting blends the contemporary look of mokume with Victorian-inspired millegrain. The sleek, clean lines of the ring, complemented by delicate curl forms, sprinkled with brilliant diamonds, creates a surprising and fresh union of old and new.

Imagine a Culture that's Hi-Touch, Too.

What sets Krikawa Jewelry Designs apart from the rest is the team's innate ability to combine Tech sensibility with a truly exceptional sense of Touch—nurturing human relationships, delivering highly personalized service, and building a social community. This winning combination of Touch and Technology—a marriage of old-fashioned service and kindness with state-of-the-art advancements—is the perfect union of right-brain creativity and left-brain logic. It's the cornerstone of Krikawa's huge growth and success. This best-of-both-worlds sensibility is personified in no one more expressively than artist/businesswoman Lisa Krikawa herself.

Krikawa goes the extra step to develop a bond and experience that is refreshing, lasting, and like no other. In fact, the Krikawa team gets to know each and every client, becoming familiar with their preferences, personalities and habits so they understand them on an intuitive level. Add to that the convenience of getting 'in touch' at their place, at their pace—through email, a live phone conversation, video conference, or in-person—and you have every client's design dream team. As many clients will attest, a visit to the Krikawa design center is a wonderful excuse for a weekend 'getaway' to the magical Sonoran desert.

Clients can also reach out to Lisa and one another—by sharing wedding photos, reading Lisa's blog, voting on ring designs, joining the Jeweler's Round Table discussions, and more. Whether discussing a specific artful detail, learning about various metal and gem options, or requesting a 'loaner' ring for a sooner-than-anticipated event, the Krikawa team views each day as an opportunity to reach out to customers and spread the Krikawa spirit of joy and beauty through its art.





Renaissance Band

Drawing from her study of art history, Lisa was inspired by the medieval period to create this ring. The signature scroll design is reminiscent of engraving found on ancient armor and swords, while the flush set square sapphires harken back to the strong embellishments of the time, creating a ring with impact and energy.

Building an Artist Gallery with No Walls.

With no barriers, no constraints, and no walls, there is no more direct or liberating way for clients to discover one-of-a-kind custom art wear than the Krikawa virtual gallery. This direct-to-consumer model has many obvious advantages over retail storefronts and wholesalers, creating an experience that's as enjoyable as it is cost-efficient and creative. Acknowledging the concerns clients may have initially with a web-based business, Krikawa works diligently to build trust on every level, at every opportunity.

No middleman means Krikawa eliminates the politics and interests of gallery owners, retailers and other intermediary figures. Ultimately, this gives consumers better choices, more selection and fewer outside influencers.

No sales quotas, commissions or up selling means Krikawa's team is free from the unnecessary pressures and stresses of selling or promoting specific items. Instead the Krikawa team is free to completely focus on the customers' needs and best interests.

No single time zone, location or currency means Krikawa is able to reach out to clients across the globe, 24/7, and build a steady stream of online sales and revenue.

No single location means there are no crowds, no traffic. Clients can browse, peruse, explore and learn at their own place, at their own pace with complete privacy and the utmost convenience.





High Tea Ring

This stunningly beautiful 19-carat designer-cut tourmaline beckoned for a regal setting. Lisa designed a brilliant miniature crown replete with arches, scrolls and a ring of diamonds, truly fit for a queen.

Imagine it. Create it. Love it.

From clients' imaginations and dreams, through the artistry of Lisa Krikawa, springs forth the unique Krikawa designs and a one-of-a-kind personalized experience.

Infused with passion, powerful cultural and historic references, as well as organic, even cosmic influences, each Krikawa design is like no other on earth. Using premium quality products, traditional as well as modern metal options, and a spectrum of diamonds, sapphires, fancy colored stones, including conflict free and fair trade stones, Krikawa is able to offer options as limitless as clients' dreams. What's more, Krikawa is one of a handful of global jewelers skilled in the ancient art of Mokumé Gané. This 17th century process of layering and forging alternating colors of precious metals together into fluid swirling patterns captures an exquisite refinement rarely seen in the market today.

Like Krikawa's one-of-a-kind designs, every client relationship is nurtured with kindness and infused with a joy—unmatched in the industry. It's no wonder clients remain loyal and true to Krikawa. They realize that it is not only Krikawa's art wear, but also their connection with the Krikawa team that they can cherish for an entire lifetime.





Delicate Leaf Wedding Set

Inspired by nature, Lisa reinterpreted organic life in this stylized leaf and tendril motif. Curving, vine-like curls gracefully embrace accent diamonds, while a modified prong setting features carved detailing with a fleur de lis flourish. This exquisite wedding set captures a refined vitality.

Art with a Positive Place in Society.

The positive energy at Krikawa flows far beyond its passionate designs and client-first service philosophy to the surrounding community and global environment. As a committed supporter of fair trade and fair made jewelry, Krikawa is dedicated to the development and empowerment of the people and communities where gemstones and metals are a natural resource. That includes promoting conflict free diamonds and fair trade sapphires, participating in ongoing education efforts, and doing everything humanly possible to respect and nurture our delicate earth and humankind.

Through its involvement in sustainable practices, and international relief organizations like 1% For the Planet and the Council for Responsible Jewellery Practices, Krikawa demonstrates its true desire and dedication to drive positive ethical and environmental change by giving of itself, and inspiring other companies to donate 1% of all sales to a global network of environmental organizations. Krikawa believes that art can play a key role in making our world a more beautiful and more positive place—and is actively doing just that—every single day.





Mokume Wave

To complement this marquis shaped sapphire, Lisa envisioned a design that would be both asymmetrical and harmonious. By setting the stone at a precise angle, and echoing its sinuous curves with channel set diamonds along with rich platinum mokume, this ring integrates contrasting elements into a elegantly balanced composition.

The Shapes, Tones and Colors of an Untapped Market.

Looking ahead, Krikawa's horizons appear beautiful, artful and rose-colored. As the internet becomes an increasingly trusted and recognized source for discovering and purchasing goods, Krikawa is poised to continue on its amazing growth trajectory—for even greater success. Studies estimate that over 1.3 billion people use the internet worldwide today, including a dramatic 265% increase in internet users since the new millennium.

Consumers show an increased desire to be affiliated with socially conscious organizations, such as Krikawa, giving the jewelry designer another distinct competitive advantage. In fact, a survey conducted by Amnesty International showed that while consumer interest in conflict free diamonds had risen, most jewelry retailers have been slow to respond. Only 27% of responding jewelers had a policy on conflict free diamonds, and only 13% were willing to certify their diamonds were 'clean.' In contrast, Krikawa supports the fair trade and fair made movement through conflict free diamonds and fair trade sapphires and semi precious gem stones.

A growing and increasingly sophisticated luxury goods market also gives Krikawa a distinct advantage. This Newly Affluent target represents roughly 1% of the population, with \$60,000 monthly disposable income and an eye for one-of-a-kind investments that speak to their own personal style. Studies show that 95% of those with incomes of \$1 million or more made their last luxury purchase online. More comfortable and in command of the internet, this target yearns to learn, demands service and appreciates a kind touch. Krikawa's combination of Technology and Touch is perfectly matched to this savvy and wealthy online customer—possessing both left-brain and right-brain sensibilities.

As Lisa Krikawa and her team continue to spread their artistry and joy outward, they continue to reveal new opportunities and occasions for one-of-a-kind custom artwear—whether that is an engagement, wedding or any other event that calls for a unique and distinct expression that captures their personality—unlike anything else on Earth.

