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Golden Planet Strengthens Its Global Presence



Focused exclusively on exports, Golden Planet continues to strengthen its position in Europe and the U.S., while setting its sights on Latin America as the next target market. The company also aims to accelerate growth through B2B digital platforms.

The brand's standout product groups include 14K gold chains and stone-set bracelets. With lightweight and modern designs, Golden Planet enjoys strong demand for chains and bracelets in the U.S., while in Europe, its minimalist bracelet collections lead the way.

Despite global economic challenges in 2025, Golden Planet reports continued growth. The company's short-term plan is to expand its U.S. sales team, its mid-term goal is to establish a distribution network in Latin America, and its long-term vision is to become a globally recognized and trusted brand.



Founded after 15 years of industry experience, Golden Planet quickly gained momentum in international markets. With a production facility in Turkey, an office in Poland, and operations based in New York, the brand generated over \$5 million in revenue from the U.S. alone in 2024. For 2025, the goal is to triple this figure and surpass \$15 million.



GOLDEN PLANET



Van Cleef & Arpels' new floral-inspired collection, Fleurs d'Hawaï, draws inspiration from archival pieces while upholding the maison's tradition of exceptional gemstone selection, aesthetic integrity and inspired storytelling.

Van Cleef & Arpels' new Fleurs D'Hawaï Collection is a Refined Floral Feast

The vibrant Fleurs d'Hawaï, Van Cleef & Arpels' freshly launched fine jewellery collection, draws from the kaleidoscopic colours of a lush garden. This new line of jewellery and watches captures the many joyful hues found in nature through exquisite pieces set with fine gemstones, pistils made with diamond and luxurious gold foliage, creating sparkling floral compositions that mimic blooming flowers.

Van Cleef & Arpels' love for coloured gemstones comes to the fore in the Fleurs d'Hawaï collection and is a hallmark of its high jewellery tradition. Five exceptional varieties of precious stones are set in its earrings, rings, pendants and watches: the sunny citrine radiates warmth, while amethyst enchants with its rich purple hues. Meanwhile, the deep pink of rhodolite offers a striking contrast to diamonds, the crystalline aquamarine adds a touch of ethereal beauty, while the vibrant green of peridot completes the ensemble.



New Platinum Collection Pt 950



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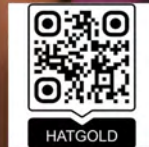
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KUYUMTIME

INTERNATIONAL JEWELLERY MAGAZINE

Year: 3 Issue: 09 SEPTEMBER 2025

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Our Exporting Companies are Looking Forward to the IJS October!

We are back with the 9th issue of Kuyumtime International magazine, which we have launched to support our companies and brands in export markets. Starting with European and Balkan countries, our publication, with its rich content and extensive distribution network, is now reaching jewellers in many different regions. In addition to our direct country distributions, we continue to showcase your models and collections at international fairs, including the Istanbul April/October, VicenzaORO, Dubai, and Inhorgenta Munich fairs. Our new issue will be distributed to industry professionals

at the Italy-Dubai and Istanbul October fairs. Kuyumtime International will also be distributed in 16 European countries. For the first time, we will introduce our magazine to the industry in Denmark as part of our European distribution. I would like to extend my heartfelt thanks to all of you for your strong support of Kuyumtime International, in addition to our main publication, Kuyumtime. The success we have achieved abroad in just two short years is owed to your support. The Istanbul Jewellery Fair, which is of great importance to our exporting companies, will take place from October 1-4, 2025. This event is especially significant for those companies and brands that were unable to

capture the commercial activity they expected during this year's wedding season. Recently, as the gold price difference between our country and international markets decreases, the Istanbul October Fair becomes even more critical for our exporting companies. Of course, the key to success in such events is to participate with unique and distinctive models and collections. We hope there won't be any negative developments that will drive up gold prices and widen the price gap with international markets before the fair, and that the fair will be a great success.

M. Necati Aydoğdu



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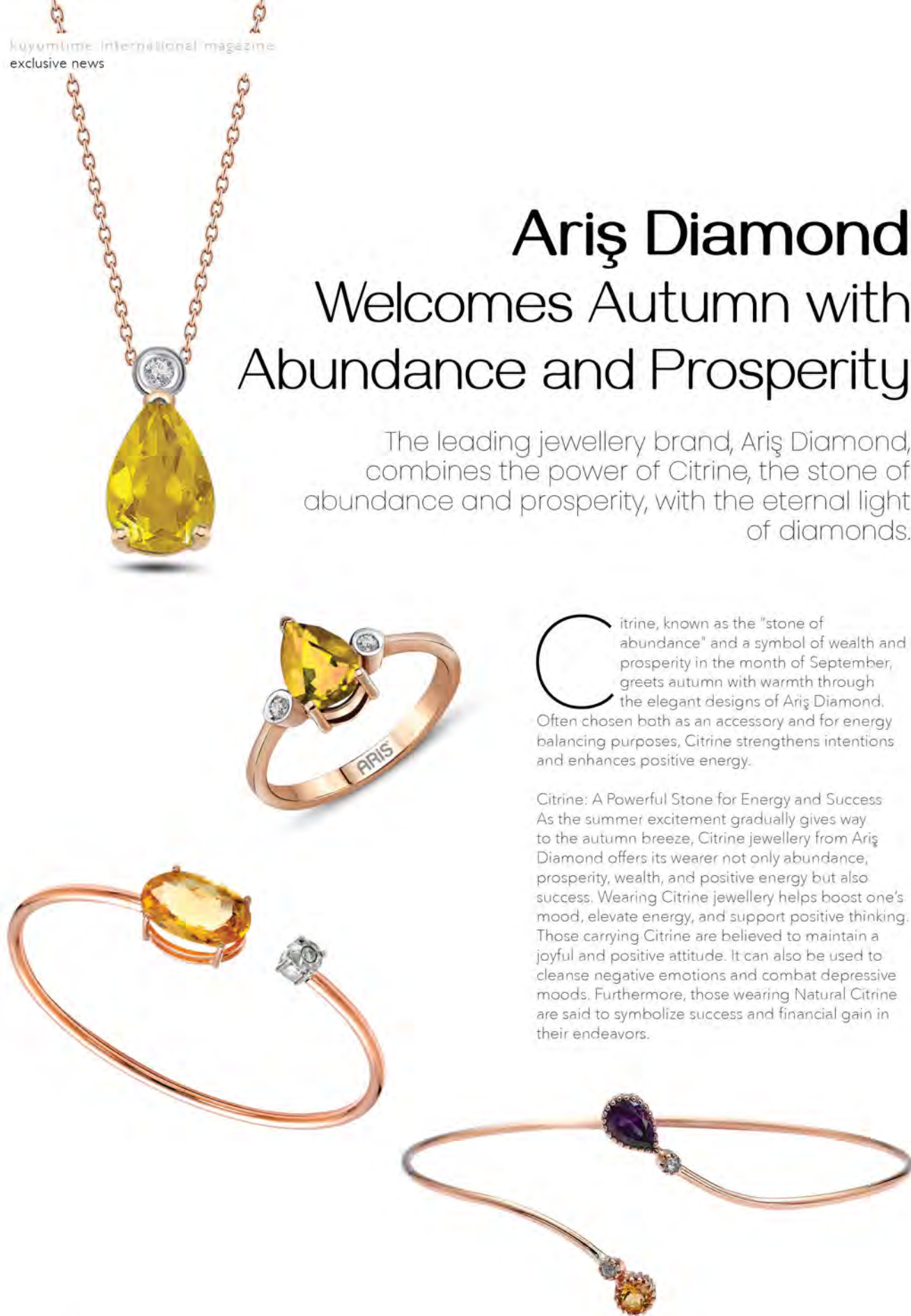
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Ariş Diamond Welcomes Autumn with Abundance and Prosperity

The leading jewellery brand, Ariş Diamond, combines the power of Citrine, the stone of abundance and prosperity, with the eternal light of diamonds.

Citrine, known as the "stone of abundance" and a symbol of wealth and prosperity in the month of September, greets autumn with warmth through the elegant designs of Ariş Diamond. Often chosen both as an accessory and for energy balancing purposes, Citrine strengthens intentions and enhances positive energy.

Citrine: A Powerful Stone for Energy and Success
As the summer excitement gradually gives way to the autumn breeze, Citrine jewellery from Ariş Diamond offers its wearer not only abundance, prosperity, wealth, and positive energy but also success. Wearing Citrine jewellery helps boost one's mood, elevate energy, and support positive thinking. Those carrying Citrine are believed to maintain a joyful and positive attitude. It can also be used to cleanse negative emotions and combat depressive moods. Furthermore, those wearing Natural Citrine are said to symbolize success and financial gain in their endeavors.



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Pandora's new Talisman collection is steeped in meaning

More than decoration, jewellery has long served as a vessel for meaning and memory. It can tell a story, mark a moment in time, or serve as a quiet reminder of something personal. Pandora's 'Talisman' collection – the latest offering from the beloved Danish jewellery house – is designed to do just that.

The collection spans twelve designs inspired by ancient coins, each carrying details and inscriptions that reach beyond decoration. Timeless Latin phrases such as *amor vincit omnia* ('love conquers all') and *per aspera ad astra* ('through hardships to the stars') sit alongside symbolic motifs of moons, hearts, and arrows. Together, they create meaningful pieces destined to become lifelong treasures.

"Pandora Talisman is about connecting, reflecting, and expressing oneself," say the brand's creative directors A. Filippo Ficarelli and Francesco Terzo. "They are carriers of memory, reflections of self, and gentle reminders that meaning is something we make our own."





With Its Snowflake Classic High Jewellery, Van Cleef & Arpels Pays Poetic Tribute to the Cool Elegance of Winter

With shimmering diamonds and precious metals as part of its Snowflake collection, Van Cleef & Arpels celebrates a timeless motif.



Van Cleef & Arpels turns once again to nature's crystalline poetry with the latest iteration of its Snowflake collection, a tribute to winter's natural marvel. First introduced in the 1940s, the maison's "flocon" motif has evolved over the decades into increasingly refined expressions of White High Jewellery, this time rendered in platinum, white gold, and exceptional diamonds. The collection is also available in yellow gold versions.

For Winter 2025, the collection adds two exquisite clips and a pair of transformable necklaces to its repertoire. Each piece evokes a snow-laced dreamscape while paying tribute to couture. One particular standout is a necklace reminiscent of a Claudine collar, its scalloped silhouette of articulated platinum and white gold traced with round diamonds that mimic the delicacy of lace, finished with a detachable pendant that adds versatility to its allure.



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Zen Diamond: The Largest Diamond Jewelry Manufacturer in Europe and the Middle East

The diamond, a dream of every woman, is brought to life by Zen's designers and skillfully crafted by Zen's master artisans. Each diamond undergoes a meticulous production process, requiring intricate craftsmanship, before being transformed into a piece of jewelry.



Zen Diamond owns a large factory with a team of 600 people. The design and production of their jewelry takes place at this factory in Istanbul. From design to casting, from polishing to setting, Zen's factory houses all the workshops needed for production. On average, 60,000 pieces of jewelry are produced monthly. Zen specializes in designing, manufacturing, and selling high-quality diamond jewelry worldwide.

Zen Diamond defines its mission as "fulfilling women's diamond dreams" and has its own in-house design team. Additionally, it collaborates with independent designers for special collections.

Zen Diamond jewelry is sold worldwide through 120 stores in Turkey, 48 stores abroad, as well as offices in New York, Düsseldorf, and Dubai, and through the trade fairs it participates in.



*"Elegance in every line,
prestige in every signature..."*



Bvlgari honours its heritage with the 'Eternally Iconic' campaign

Bvlgari's Eternally Iconic campaign celebrates the enduring allure of emblematic creations that define the maison's legacy and continue to shape its future.

Some designs never fade – they evolve. That's the essence of Eternally Iconic, Bvlgari's latest celebration of its most beloved creations. Blending Roman heritage with daring innovation, the Italian maison pays tribute to the timeless pieces that have shaped its identity. From the sinuous Serpenti to the architectural B.zero1, these icons continue to inspire with their ability to transform and remain relevant – generation after generation.

This new chapter reflects Bvlgari's enduring journey of reinvention. Through bold creativity and exceptional craftsmanship, the maison continues to elevate its signature designs into modern legends. To mark the occasion, Bvlgari unveils a series of creative campaigns and immersive experiences that explore the legacy, evolution and lasting appeal of five key collections: Serpenti, B.zero1, Tubogas, Divas' Dream and Octo.



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Dolce & Gabbana Alta Gioielleria Roma 2025 Collection

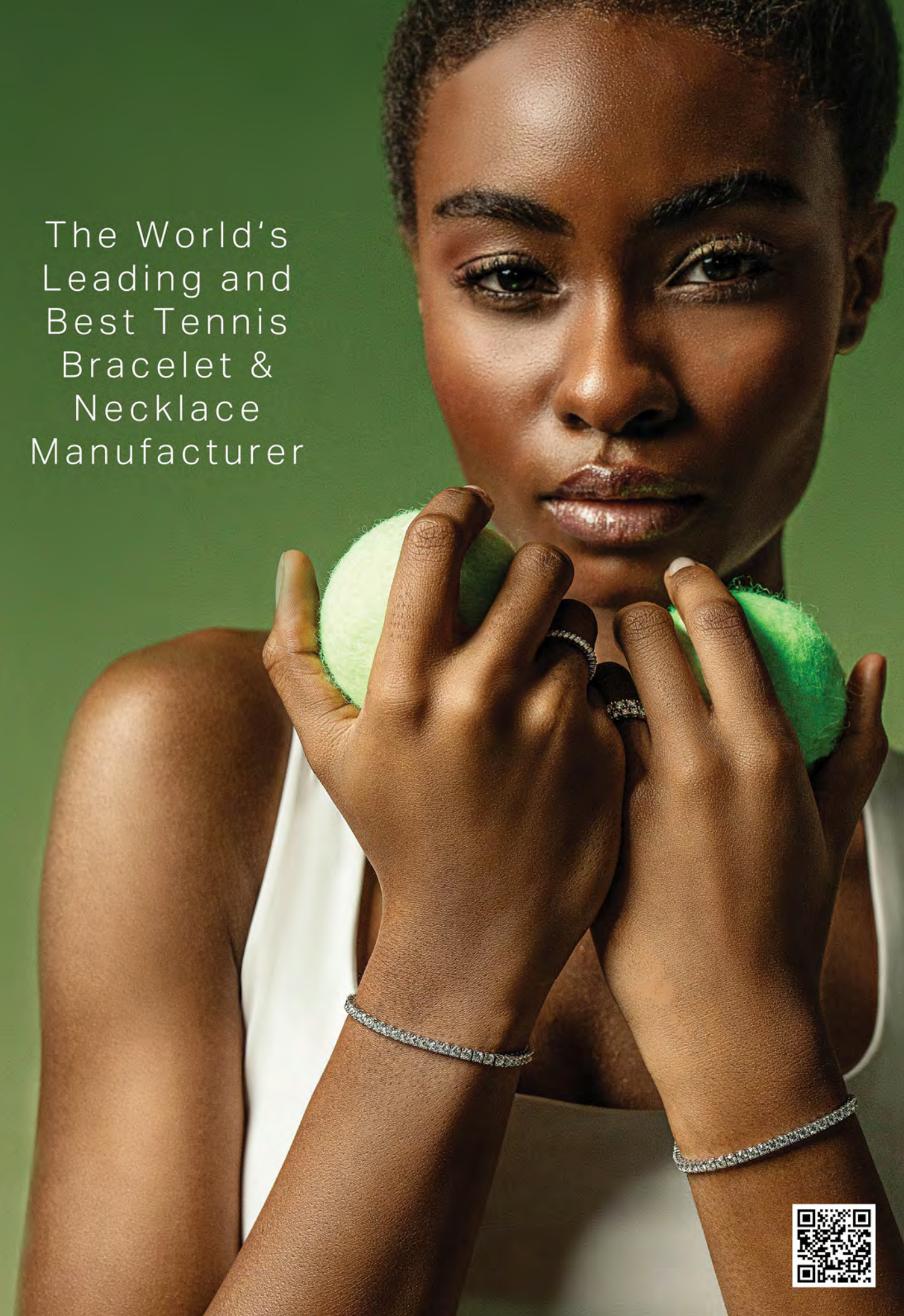
Unveiled at Tivoli's Villa Adriana ruins, the Dolce & Gabbana Alta Gioielleria Roma 2025 Collection is a sparkling tribute to Italian craftsmanship and ancient architecture.



With its latest collection of jewels, Dolce & Gabbana creates a dialogue between classical inspiration and contemporary excellence through excellent Italian craftsmanship. And true to form, the Alta Gioielleria Roma 2025 collection blends the past and the present.

The 'main characters' of the collection are the pieces inspired by the Roman era, reinterpreting the aesthetic language of the Empire. Architectural forms like round arches, columns, capitals and pillars, Corinthian motifs – these are echoed in the construction of the chains and settings of the jewellery pieces. Some pendants even reproduce classical busts and statues through a technique that incorporates marble powder, meticulously hand-finished. Stone micro-mosaics reinterpret Roman mosaic art to be small enough to be included in the chain, as well as hand-painted miniatures depicting some of the city's most iconic views and pendant charms featuring symbols drawn from ancient frescoes. Sapphires, peridots, diamonds, emeralds and aquamarines just to name a few, and the selection is inspired by mosaics of Roman villas that are still intact today.

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Chaumet's Jewels by Nature high jewellery collection offers a new vision of the living world

Offering a vision of the living world as a precious gift to be appreciated, preserved and passed on, new 'Jewels by Nature' high jewellery collection from Chaumet tells a tale of nature connected in all its forms in three exhilarating chapters: Everlasting, Ephemeral, and Reviving.

Blending wonders generously gifted by nature and jewellery expertly crafted by artisans, 'Jewels by Nature' pays tribute to treasures of flora and fauna – inspired by the humblest and noblest species alike. Each of the 54 pieces of Chaumet's latest high jewellery collection reflects the harmonious and respectful link the maison has perpetuated with nature since its founding 245 years ago.



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Guzema Debuts First Colored Gemstone Jewelry



New York—Guzema Fine Jewelry has unveiled its first collection to feature a gemstone other than a diamond.



The "Celestial Blue" capsule collection features designs centered on aquamarine, each handcrafted in 18-karat gold and designed to reflect "the brilliance of the cosmos and the wearer's own inner light," the brand said. Master artisans selected the gemstones, their cerulean color evoking the calm depths of water and the expansive spirit of the stars, Guzema said. The line is inspired by the celestial and the cerebral, the brand said, with styles that "mirror the vastness of space and the intimacy of reflection." It features the brand's signature minimalist aesthetics and refined lines through pieces like the "Nebula" earrings and "Celestial" choker, which reinterpret planetary loops and galactic movement in modern forms. "These are jewels that honor your place in the universe — elegant, sophisticated, and astrally charged," Guzema said.

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Zoe Saldña is Cartier's Newest Brand Ambassador

Known for her roles in blockbuster franchises like "Avatar" and "Guardians of the Galaxy," she's made history as the only actor to star in four films that each grossed over \$2 billion worldwide. Her latest triumph came with her portrayal in Jacques Audiard's "Emilia Pérez," which earned her an Academy Award, Golden Globe, Critics' Choice, SAG, and BAFTA for Best Supporting Actress.

Saldña turned heads at the 2025 Academy Awards by wearing a piece from the maison's latest Panthères Versatiles high jewellery collection: a captivating creation featuring an exquisite 10.10-carat Zambian emerald that can transform from a striking necklace to a shoulder adornment.

"I am honoured to become an ambassador for Cartier, following many years of warm collaboration," Saldña says. "I have long been an admirer of the maison's boundary-breaking savoir-faire that creates incredible pieces of wearable art, and I look forward to continuing this special relationship."



In an exciting move, Cartier has tapped Academy Award-winning actress Zoe Saldña to be its newest ambassador, adding star power to its already illustrious roster, which includes Sebastian Stan, Rami Malek, Gemma Chan and Monica Bellucci.

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CHANEL's 'Reach for the Stars' High Jewellery Collection Pays Tribute to Emblematic Symbols

With 'Bijoux de Diamants' in 1932, Gabrielle Chanel's first and only high jewellery collection drew inspiration from stars, a motif she considered "eternally modern" and which she associated with the freedom for everyone to believe in their lucky star. Now, more than nine decades later, the latest Reach for the Stars high jewellery collection by CHANEL is reinterpreting stars as a symbol of glamour - together with the lion and wings.

The 'Reach for the Stars' collection - vividly dreamed up by Patrice Leguereau and the CHANEL Fine Jewellery Creation Studio - is a 109-piece collection that honours the maison's legacy while paying tribute to some of its most treasured, emblematic symbols. For Gabrielle Chanel, the comet stood for freedom, reinforcing her belief that jewellery should follow a woman's movement. Together with the comet, the lion is a recurring symbol in the CHANEL universe, and, introduced for the first time, wings are reimagined as contemporary icons in this new collection.



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The latest Piaget high jewellery collection – 'Shapes of Extraleganza' – is a playful ode to the maison's deep connection with the worlds of art and design.



Piaget's 'Shapes of Extraleganza' High Jewellery Collection Is A Playful Ode To Creativity



Consisting of 51 creations, 'Shapes of Extraleganza' – the second in a trilogy of collections exploring Piaget's creative roots in the 1960s and '70s – delves deep into the daring, shapeshifting, playful elegance that is the essence of the maison's unmistakable style. Following last year's 'Essence of Extraleganza', the new collection pushes boundaries of both

design and craftsmanship, challenging preconceptions, and reinvigorates the original audacity and bold ingenuity that made Piaget so famous.

The collection not only deep dives into Piaget's heritage – experimental, unexpected, and yet with warm echoes of familiarity – but is also a study in form, colour, texture, light, and volume. Shapes within shapes, squares, triangles, zig zags, waves, circles, interlocked, overlaid,

jostling joyfully in sculptural and conceptual, highly stylised compositions that perfectly harmonise fluidity and precision. Piaget plays with graphic lines, geometric angles, sliver-like triangles, as well as organic free-form shapes and sensual curves, while referencing Pop Art, Op Art, the swirling psychedelic patterns of 1970s fashion, or the generously rounded, plump contours of 1960s design icons.

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Boucheron's New High Jewelry Calls Attention to Nature's Impermanence

The "Impermanence" collection contemplates nature through the Japanese art of Ikebana and philosophy of wabi-sabi.



Boucheron has launched its latest high jewelry collection, "Impermanence." The new collection is a continuation of "Untamed Nature," the high jewelry collection released in January that paid homage to Frédéric Boucheron's vision of nature. "Impermanence," however, is intended to be a deeper contemplation of the natural world, so as to better protect it, Boucheron said.

Its 28 high jewelry pieces range in tone from lightest to darkest, an embodiment of how nature is gradually vanishing.

"In this new carte blanche collection, I've sought to capture the beauty of nature before it vanishes. These six compositions illustrate nature's fleetingness, shifting from light to shadow to highlight how precious it is," Boucheron Creative Director Claire Choisne said.

The brooches, necklaces, earrings, rings, hair pieces, and head jewels feature light as a common thread that fades by degrees into pitch blackness by using materials ranging from white gold and borosilicate glass to onyx and black lacquer.



KARALTIN
CK CONCEPT

Alenne Jewellery Shines at JCK Las Vegas, Eyes Global Expansion



Alenne Jewellery has returned from the prestigious JCK Las Vegas Show with strong results and renewed momentum in its mission to become a global brand in body jewellery. Participating alongside its sister brand, Mist Jewellery, Alenne attracted significant interest from both North and South American buyers with its gold and piercing collections tailored to regional tastes.

Founder Alen Miğdici emphasized that international trade shows are no longer just commercial platforms but powerful brand showcases: "Today, it's about showing consistency, design power, and brand identity—not just selling."

Following its international success, Alenne continues its steady domestic expansion with newly signed corner dealership agreements in İzmir, İstanbul, Ankara, Samsun, and Bolu. The brand plans to grow selectively, offering exclusive pieces only through carefully chosen retailers.

"We're investing back into the industry. Those who partner with us early will receive full support and preferential opportunities," said Miğdici. Alenne Jewellery is now preparing to launch its new summer collection, confident in its vision of becoming a world-renowned name in the body jewellery category.



Minimal Dokunuşlarla Fark Yarat

Her stile uyum sağlayan, her an
seninle olan piercingler





Fendi marks its centenary with a high jewellery collection inspired by Roman fountains and the art of transformation.

The Italian maison Fendi celebrates its 100th anniversary with a stunning high jewellery collection titled *Eaux d'Artifice*, a proposal that blends tradition, innovation, and a strong connection to Rome, a city that has been a constant muse for the house.

This collection takes its name from the French term for fireworks, but also alludes to the fluidity and sophistication of water. In this exclusive series of pieces, Fendi pays tribute to the iconic fountains of Rome, reinterpreting their dynamism and elegance through precious metals and exceptional diamonds. The result is a visual language that combines architectural elements with poetry, history with a vision for the future.

**Fendi celebrates 100 years
with a high jewellery collection
inspired by Rome's fountains**

Alénne



*Kişisel semboller,
her ana eşlik edecek zamansız tasarımlar.*

📍 Molla Fenari Mahallesi, Tasvir Sokak,
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Alenne Jewellery Cağaloğlu/İstanbul

☎ +90 533 257 59 50



📱 /alennejewellery

A New Era in Combating Fake Gold with "Sigma"

A new technology has been introduced to tackle one of the jewelry sector's biggest challenges: counterfeit gold. The PMV precious metal analyzer, developed by U.S.-based Sigma Metalytics, has been brought to Turkish jewelers through Alex Machine.

The device can analyze gold coins, bars, and bullion without removing them from their packaging, and it detects different metals regardless of micron thickness. This enables the identification of counterfeit and low-purity gold within seconds.

Alex Machine General Manager Ümit Çağlar stated that the device has attracted great interest in a short time, with the first two batches selling out quickly. He added: "If a jeweler detects just a few fake gold items, the device pays for itself. That's why we call the PMV the device that strikes a deep blow against counterfeit gold."

Priced at \$3,000 including VAT, the PMV is rapidly spreading across the sector thanks to its ease of use and high accuracy.

XRF Device Puts an End to Fake Gold

A new technology has entered the jewelry sector's fight against counterfeit and low-quality gold. The XRF Precious Metal Analyzer, imported by Alex Machine, is now available at an affordable price, making it accessible even for retail jewelers.

Priced at around \$14,000, the XRF can analyze over 20 precious metals, including gold, silver, platinum, titanium, and rhodium.

The device instantly reports the purity and metal composition of each item.

Alex Machine General Manager Ümit Çağlar emphasized that the XRF will eliminate counterfeit and low-purity products, saying: "With this device, it's like setting up your own assay office in your store. A jeweler who detects just a few counterfeit pieces can easily cover the cost of the machine."

Highlighting the strong demand for both Sigma and XRF analyzers, Çağlar added: "Losses caused by fake gold will soon be a thing of the past."



ALEX MACHINE
ISTANBUL

Sigma Metalytics

AXRS-8 PMV Pro Tester

With the Pro Fake Gold Tester Device, it is possible to detect low-karat gold or metals that have been mixed with other substances in packaged gram gold, bullion, and traditional gold products. The device thoroughly analyzes the metal's surface, interior, and specific gravity.



LANScientific

ScopeX PG6

Gold analyzer (all-in-one)



Non-destructive testing



Intelligent software



One key operation



High precision detection



alexmakina.com



"High Precision, Instant Calibration Detection!"



Originally introduced in 1992, the "Dot" collection is back with a capsule featuring five archival designs and three new creations.

John Hardy's New 'Dot' Collection Is on Point



became the original Dot collection.

The new Dot collection features three new creations in sterling silver, as well as five designs the brand brought out of the archives, with Creative Chairman Reed Krakoff reimagining them through a sculptural, modern lens.

"The Dot collection has always embodied a quiet strength that feels just as relevant today as it did when it first debuted," said Krakoff.



New York—John Hardy is celebrating its 50th anniversary with the launch of new and archival pieces in its "Dot" capsule collection. The collection, which first debuted in 1992, is known as one of the brand's "most iconic and culturally resonant style," it said. It centers on a symbolic circular motif created from the Balinese tradition of granulation, known as "jawan." To create this, Hardy, who founded his namesake brand in 1975, took granules of silver and flattened them, and the resulting styles

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5 mm
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"The thunderbird has been a powerful totem for centuries," said Aiche.

"It's known to be a messenger of transformation and a symbol of divine awakening. For me, it's a symbol of limitless potential, freedom, and the power of following your own path." The motif, which Aiche has been using in her collections for years, is now seen in 14-karat yellow gold with diamond accents on one-of-a-kind gemstone slabs. Throughout the collection, the thunderbird motif is paired with turquoise, rutilated quartz, chrysoprase, or agate. Jacquie Aiche's New Collection

Harnesses the Energy of the Thunderbird Jacquie Aiche has released its new "Thunderbird Slab" collection. It centers on a thunderbird motif, which is a mythical symbol of power, protection, and boundless possibility. Aiche, the designer of her namesake brand, created the collection as a tribute to personal transformation, inner freedom, and the spirit of self-discovery. "The thunderbird has been a powerful totem for centuries," said Aiche. "It's known to be a messenger of transformation and a symbol of divine awakening. For me, it's

a symbol of limitless potential, freedom, and the power of following your own path." The motif, which Aiche has been using in her collections for years, is now seen in 14-karat yellow gold with diamond accents on one-of-a-kind gemstone slabs. Throughout the collection, the thunderbird motif is paired with turquoise, rutilated quartz, chrysoprase, or agate. Aiche said, "Each gemstone was hand-selected for its grounding earth energy. When paired with the strength and spirit of our thunderbird, the blend becomes a talisman ... A reminder of your inner strength and divine connection."

Jacquie Aiche's New Collection Harnesses the Energy of the Thunderbird

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Autumn-Exclusive Brooches from Ariş Diamond

Ariş Diamond, the pioneering brand in jewellery, presents nature-themed brooches designed with precious stones that will add elegance to your outfits.

As a leading name in the jewellery industry, Ariş Diamond unveils its collection of flower and animal-shaped brooches, crafted with valuable stones, to the delight of jewellery enthusiasts. With their modern designs, Ariş Diamond's brooch collection will be the perfect accessory to complement your autumn wardrobe.

The Summer Influence Continues into Autumn. Pair these flower, leaf, and animal-shaped brooches with a variety of outfits such as jackets, shirts, and sweaters, and carry the essence of summer into the fall season. Crafted with colourful stones and diamonds that reflect the beauty of nature, these stylish brooches will not only brighten your autumn style but also make a sparkling statement.

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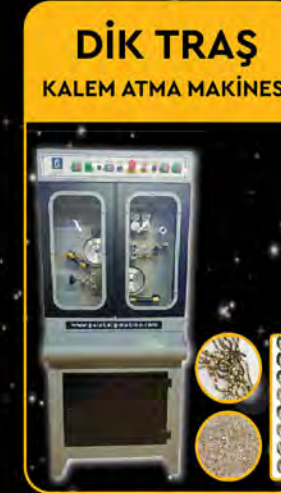
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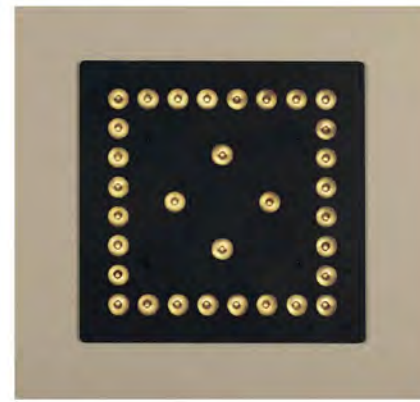
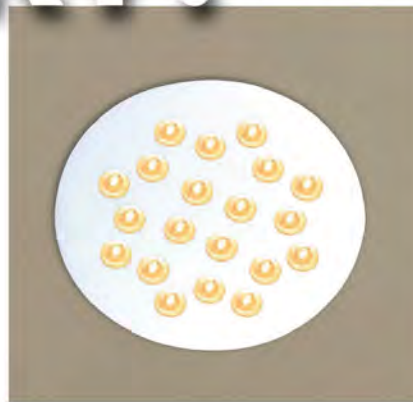
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