

Lisa Nik ©

Renowned jewelry designer Lisa Nik reaffirms her commitment to innovation and excellence with her latest campaign. Aimed at showcasing the brand's evolution, the shoot captured the designer's essence, focusing on her unique style while setting the course for the brand's future.

The campaign paints a vivid picture of the brand's trajectory and growth, highlighting those pieces for which the brand is renown for --bold gold links, colorful gemstone cocktail rings and statement earrings. This multicolored palette, emblematic of the Lisa Nik signature look, perfectly encapsulates the brand's fusion of American practicality and European sophistication.

At the heart of Lisa Nik's brand is a message of inclusivity: There's something for everyone; "whether you're a mother or a daughter, young or mature, there's a piece in our collection that speaks to you," shares Lisa Nikfarjam, the visionary businesswoman and designer behind the brand. The shoot was envisioned to emphasize the brand's versatility, highlighting jewelry suitable for daily wear as well as statement pieces for those grand occasions that require the most spectacular jewels.

The Lisa Nik collection is available at Neiman Marcus and select jewelry retailers worldwide. The campaign, set against the glamorous Hollywood backdrop, offers a glimpse into the brand's magic.

Visit the official Lisa Nik Instagram page to view images of the new campaign as well as the latest collections.

Lisa Nikfarjam, the driving force behind the esteemed Lisa Nik brand since 2010, crafts timeless jewelry designs that transcend passing trends. Her creations, a blend of American pragmatism and European elegance, have garnered international acclaim. Based in Los Angeles and New York, Lisa's brand speaks to empowered women worldwide, epitomizing both quality and individuality.