



TARA A LEGEND REBORN

TARA perfects the purity of the pearl, cultivating its collections into modern masterpieces.

There is, indeed, a pearl for every girl. Famous women from First Lady Michelle Obama to “Gossip Girl” Blake Lively of the CW hit television show have revitalized the look of the cherished gem known throughout history as a symbol of purity and perfection, elegance and affluence. The precisely right pearls for every girl come from the collections of TARA, known for unsurpassed artisan craftsmanship and a commitment to work with only the finest Tahitian and South Sea cultured pearls, and diamonds.

With each season, TARA continues to evolve its collections, creating jewelry that is elegant, classic, and contemporary. The family-run business began in 1974 and was founded by Tara C. Sethi with the sole goal of designing and manufacturing the finest jewelry available. The Sethi family scours exotic locations around the world for the most perfect pearls and diamonds, and the natural wonders serve as the inspiration for its luxuriously designed jewelry collections.

Creating quite a buzz are the large, gold-colored South Sea pearl earrings worn by Lively as she strutted down the catwalk during fashion week in an episode of “Gossip Girl” as Serena van der Woodsen. Valued at \$14,945, the brilliant earrings were from TARA’s latest Vintage Collection.

“Blake Lively is at the forefront of the growing trend of younger women donning pearls as everyday accessories. She has an impeccable style and is a fashion icon to the next generation of women. Our pearls compliment her perfectly,” says Akash Sethi, TARA’s vice president of marketing.

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Dancing Diamond earrings



Vintage Collection gold earrings

The Vintage Collection is a mix of modernity that captures an ambiance of precious heirlooms. Rose cut diamonds create a lace-like look surrounding a magnificent round South Sea or Tahitian pearl. The collection consists of five uniquely designed sets of earrings, pendants, and rings all set in 18-karat yellow or white gold. A stellar design feature is that all of the pendants convert to pins and the wheat chains can be worn at 16-, 17-, or 18-inch lengths.

True trendsetters are taking pearls to another level. Michelle Obama hit the campaign trail wearing chunky, colored pearls. “Mrs. Obama expressed the trend of how pearls can be worn to fit any occasion, and not only look elegant, but can be modern as well.” The Museum Collection is best suited for Mrs. Obama, according to celebrity stylist Lauren Rae Levy, who is a spokeswoman for TARA. Comprised of stunning pearl strands, diamond and pearl necklaces, earrings, rings, and bracelets featuring 18-karat white and yellow gold as well as platinum, the TARA Museum pieces feature the finest pearls and diamonds nature has to offer. Crafted couture designs as unique as the wearer’s style also mirror the exclusive character of each one of the prestigious gems.

“What’s great about pearls right now and the way women are wearing them is that they can be exciting by being casually elegant,” says Sethi.

Perfectly fit for the role of casually elegant is the Cloud Collection, a rich, bold look that builds off of the natural curvaceous state of Baroque pearls. The collection features the modern micro pave caps and chain that make it distinctively contemporary. Bethenny Frankel from the “Real Housewives of New York City” cites her favorites as a stunning white pearl and diamond ring from the Vintage Collection, but especially the exquisite dark Tahitian pearl necklaces from the Cloud Collection.



Bethenny Frankel of the “Real Housewives of New York City” wears the Vintage Collection.

“TARA’s pieces compliment my classic and elegant style. These aren’t just your graduation pearls, but a whole line of pearl jewelry,” says Frankel.

Always a favorite on the red carpet, TARA was selected to include a Tahitian pendant to be placed in the 78th annual Academy Awards gift basket, and from the exquisite single pendant, today’s exceedingly popular Oscar Collection was designed. The collection consists of earrings, pendants, and rings made with magnificent baroque Golden South Sea, White South Sea and Tahitian pearls. Each piece is hand-wrapped in diamonds set in 14-karat white and yellow gold. The beauty of the Oscar Collection lies in its versatility. The styling lends itself to be the perfect accent to an evening gown or the finishing touch to an every day outfit.

TARA’s most popular evening collection, aptly named Dancing Diamond, is created in 18-karat gold. The collection blends the simple beauties of perfect pearls and dazzling diamonds in designs which allow for movement with each step to instantly capture attention.

As one of the most respected names within pearl industry, Sonny Sethi, CEO of TARA Inc., has cultivated the eye of a master pearl-smith. TARA creates its designs with a deep and abiding respect for nature’s rarest gift to man, and continues to create the classics while evolving collections that are distinctively TARA. These aren’t your grandmother’s pearls, but exquisite masterpieces for today’s modern woman. ✦

Find your perfect pearls from TARA at the world’s top jewelry retailers, including Saks Fifth Avenue, Borsheims and other luxury jewelry boutiques throughout California. Speak to a TARA concierge at 800.235.2790, or www.tarapearls.com.