

**Velaa Private Island Proudly Introduces Exquisite High-End Jewelry Collection by Famed French Designer Frédéric Béziat**

***Maison Atelier Loréedubois 'Velaa Turtle Charm' collection pays homage to Indian Ocean idyll and timeless resident turtle colony***

(Velaa Private Island, 20 March 2019)



Velaa Private Island is celebrating its 5th anniversary as the most prestigious hideaway in the Maldives with the launch of an exquisite, high-end jewelry collection by famed French designer Frédéric Béziat.

In collaboration with the luxury resort owners Radka and Jiri Smejck, who decided to bring forward their passion for jewelry art, the celebrated founder of Maison Atelier Loréedubois pays homage to the Indian Ocean idyll and resident turtle colony with a 'Velaa Turtle Charm' tribute collection.



*Sea Beauty High Jewelry Necklace*

Ten designs for chain bracelets and charms with turtle motifs – in a limited-edition of just five of each design, to be reproduced only at special request – include some with diamonds and semi-precious stones.

The 'crown jewel' of the collection, 'The Transforming Necklace', is a one-of-a-kind master piece that will remain unique, and never duplicated. As a guarantee of authenticity, every item is officially hallmarked with the official Master Jeweler stamp 'Loreedubois for Velaa'.

VELAA  
PRIVATE ISLAND  
MALDIVES



Ocean Lagoon Blue Earrings and Ring



*Luxurious Tropical Garden Bracelet*

“As collectors and lovers of high-end jewelry we personally collaborated from the first sketch with Frédéric Béziat to style this collection inspired by Velaa’s magical character, colours and the resident sea turtles that are our mascot representing our sustainable, environmental conscience,” said Velaa founder Radka Smejč.

“The collection celebrates both the art of jewelry and a reminder of magical, memorable stays on Velaa.”

Frédéric Béziat is renowned as a private jeweler for elite international collectors and lovers of high-end jewelry, including the Sultan of Oman, crafting innovative, exclusive, collectible designs in his own distinctive avant-garde style likened to Bolvin, Jean Schlumberger and Verdura.

He added: “Velaa is a haven of white sand and turquoise waters with unique form, beauty and geometry, a magical paradise where turtles are born and return to raise generation after generation of their own offspring.





“This collection honours and celebrates this eternal cycle of life, with the colours of gems – diamonds, tourmalines, tsavorite, tanzanite sand garnets, turquoise, white opal, crystal opal, jade, onyx and lapis lazuli – selected to recall the azure lagoon, vibrant tropical verdure, purest white sand and dazzling sunlight of Vela.

“It is a special souvenir and precious gift, and like the turtle, a labyrinth of life and promise of return.”



*Creole Parrot Earrings*



The 'Velaa Turtle Charm' tribute collection continues Velaa's tradition of novel events and celebrations for the island's 5th anniversary.

From the first 'snow room' in the Maldives to world-class fine wine presentations and New Year's Eve parties without parallel in the archipelago, this latest visionary concept "underlines our passion for introducing captivating new experiences for our guests" added Mr Smejč. "This fusion of beauty of nature, bespoke art and the true honest story behind it is something very different and unique."

For more information, please visit: [www.velaaprivateisland.com](http://www.velaaprivateisland.com)

### About Velaa Private Island

Nestled within the constellation of islands that form the Noonu Atoll in the Maldives, Velaa Private Island takes exclusivity to the next level with facilities and service that go beyond traditional resorts. Designed by award-winning Czech architect Petr Kolar as "an elegant fusion of Maldivian culture with contemporary luxury, intimate with Maldivian nuances".

Velaa Private Island is the realisation of a dream to create a "beyond luxury" exclusive boutique hideaway in the Maldives. Velaa means "Turtle Island" in the



local language – named after generations of sea turtles that flock there to nest and hatch. From a broader “bird’s eye view” which greets arrivals by seaplane, the island’s exclusive over-water villas are also constructed to resemble the head of a turtle, with the island forming the body.

The resort comprises 47 private villas, houses and exclusive residences. While 18 of the 47 are built over water, the Romantic Pool Residence can only be reached by boat, allowing even more privacy and exclusivity.

### **About Frédéric Béziat - Maison Loréedubois**

Frédéric Béziat captures the dazzling and most subtle colors of the rarest semi-precious and precious stones, magnifying nature’s mesmerizing beauty and mirroring the magic of the sea in each of his bespoke creations.

Pioneering a unique marriage of texture and matter, incorporating ebony wood into a high jewelry piece, matching the semi-precious with the precious, the unique with the natural. The creator values style, elegance, and know-how as well as the intimate relationship between a piece of art and the personal authentic input of its owner.

After completing his degree in business management and law, Frédéric decided to retrace the steps of his remarkable family heritage. His most famous ancestor was Chevalier Bayard, friend of Léonard de Vinci and lieutenant general to the King of France, François I. Mr. Béziat is also a descendant of the Clarency family, established jewelers and watchmakers in Marseille, France since 1890. Other forbearers hailed from Peru as well as Spain, Africa, Tahiti, Indochina and the formerly French Cochinchina, where his great-grandfather was the President of the Council.

Inspired by their stories, he embarked on a journey to become a high jewelry artist. After visiting many of the world’s most inspiring lands, he launched the Loréedubois name. He pairs his French, jewelry know-how with his passion for all that is natural in precious stones and in exotic wood. He works in synergy with the inherent beauty of each raw material, and is introducing to high jewelry the first designs to combine Art Nouveau and Art Déco in perfect geometry.

To showcase his bespoke high jewelry collection, Frédéric Béziat launched the niche Maison Loréedubois in 1992. Inspiration for the name, which in English





means golden wood, came from the rich heritage of his partly aristocratic family, as well as from exploring the most magical places on the globe.

Thanks to its innovative design and rare combination of noble materials and techniques, Loréedubois is heralded as avant-garde, and often likened to Bolvin, the work of Jean Schlumberger or Verdura. The Maison produces exclusive, collectible pieces in limited quantities, designed for elite and private collectors. In his own distinctive style of high jewelry art, independent artist and creative Frédéric Béziat captures the dazzling and most subtle colors of the rarest semi-precious and precious stones, magnifying nature's mesmerizing beauty and mirroring the magic of the sea in each of his bespoke creations.

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Loréedubois is the designer of choice to many distinguished families and visionaries. Loréedubois also served as the bespoke jeweler for the Sultanate of Oman for three years. The cane Mr. Béziat designed for him was a bona fide work of art, requiring the expertise of more than twenty high jewelry specialists to create.

Since 2008 he holds regular private high jewelry exhibitions in Monaco, Gstaad and Palm Beach and creates between his family house and his workshops in France, creating tailor-made designs for an elite clientele around the world. Now, Frédéric is hoping to add Maldives to this list of his outstanding successes.

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Distributed on behalf of Velaa Private Island by GHC Asia

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