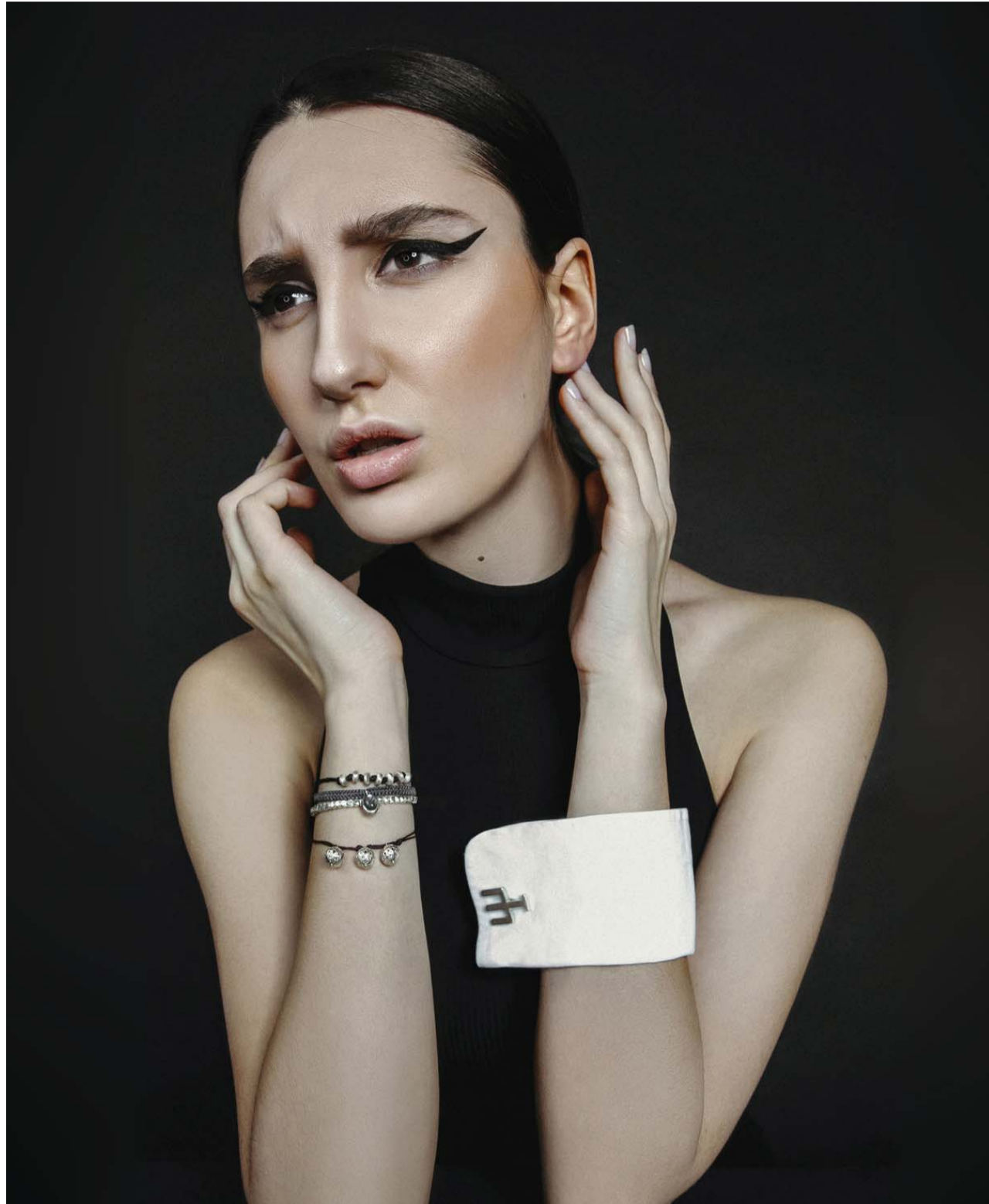




AMARANTHINE



The beauty of life and unconditional love. Love that is endless, powerful and gentle. The emotions that keep the world spinning, the feeling of happiness and peace in the embrace of a loved one. That's Amaranthine. The Word that appeared in the 1660s, handed down to us with the meaning of infinite, enduring, eternal, immortal - just like Love, the brightest of emotions. The Amaranthine brand was born in Croatia, a country of beautiful nature, countless islands, blue sea, enchanting forests, towering mountains, wild winds and ingenious people, with its rich history and cultural heritage spanning centuries. The brand sign is a capital letter A written in Glagoljica (Glagolitic script), an ancient script the natives to this area started using since the ninth century. The first letter of Glagolitic script represents a sacred connection with the roots, the history and the heritage we draw the inspiration from for our jewelry. Connecting the ancient and the new under the perennial Sun, Moon and Stars we create stories as diverse as life itself. Each piece of jewelry, each jewelry line has its own message. Find your own.

Ljepota življenja i bezuvjetne ljubavi. Beskrajne, snažne i nježne. Emocije zbog koje se vrti svijet, osjećaja sreće i mira u zagrljaju voljene osobe. To je Amaranthine. Riječ koja se pojavila 1660-ih i do nas došla u značenju beskrajnog, trajnog, vječnog, besmrtnog - poput ljubavi, najsajnije od svih emocija. Amaranthine brand rođen je u Hrvatskoj, zemlji prekrasne prirode, bezbrojnih otoka, plavog mora, čarobnih šuma i visokih planina, divljih vjetrova i domišljatih ljudi, s bogatom poviješću i kulturom koji se protežu kroz duga stoljeća. Znak branda je veliko slovo "A" ispisano glagoljicom, pismom koje se počelo koristiti na ovim prostorima od devetog stoljeća. Prvo slovo glagoljice predstavlja vezu s korijenima, poviješću i baštinom iz koje crpimo inspiraciju za naš nakit. Povezujući drevno i novo pod vječnim Suncem, Mjesecom i Zvijezdama, kreiramo priče raznovrsne poput života. Svaki komad nakita, svaka linija, imaju svoju poruku. Pronađite svoju.



AMARANTHINE
HERITAGE

How has an element of traditional jewelry of Croatian coast and islands gotten a new dimension and became modern? This is, of course, botun - a button that once used to adorn men's traditional attire later moved on to the ears of Croatian women to reflect their maturity and marital status. In 2007, Croatian National Tourist Board declared botun a traditional Croatian souvenir. In Amaranthine jewelry, timeless beauty and elegance of botuns find a new, modern and exciting context suited for everyday wear.

Kako je element tradicionalnog nakita hrvatske obale i otoka dobio novu dimenziju i postao suvremen? Riječ je naravno o botunu koji je nekada krasio mušku narodnu nošnju da bi se kasnije preselio na uši hrvatskih žena i odražavao njihovu zrelost za udaju. 2007. godine Hrvatska turistička zajednica botun je proglasila tradicionalnim hrvatskim suvenir. U Amaranthine nakitu, bezvremenska ljepota i elegancije botuna nalazi nov, suvremen i uzbudljiv kontekst nosiv u svakoj prilici.



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