

BOHÈME

INTIMATE.  
NARRATIVE.  
CRAFTED.

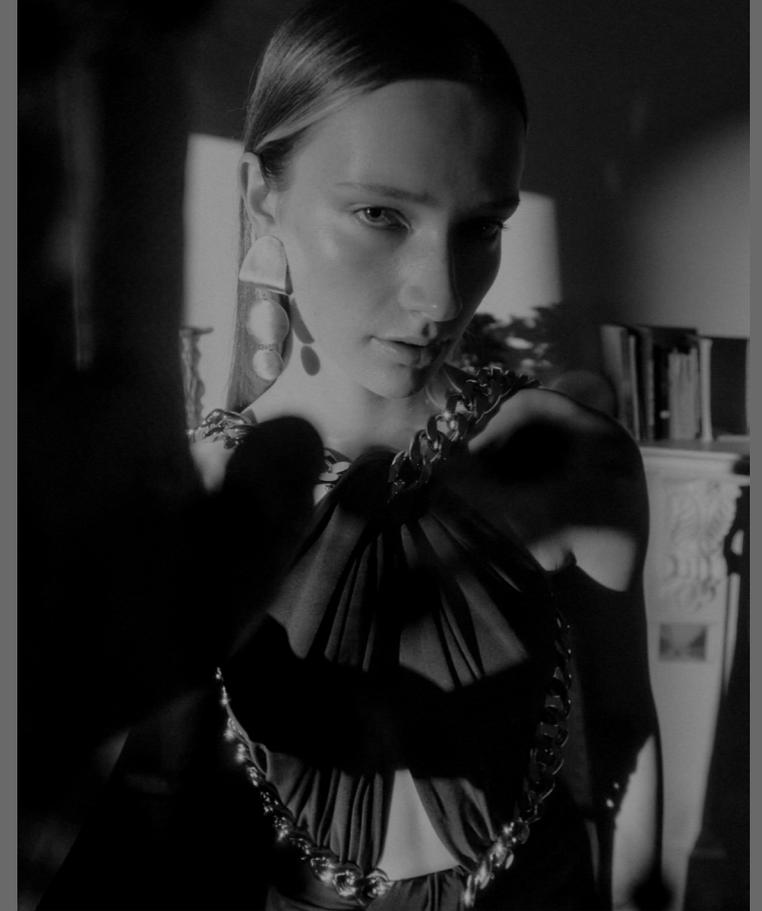


# THE BRAND

Follow us on the magical journey of BohemeSG to celebrate destinations and culture. The Boheme collection is inspired by Vero's journey around the world. Each line shares its own story from the location it has been inspired by and allows you to personally experience and indulge in these travels through authenticity in design and styles.

The brand embraces nature by using recycled brass and natural gems, redefined sustainability is woven into the collection.

The collection has been acclaimed for its unique designs fitting to the affordable luxury and lifestyle that our customers are seeking. It is curated in exclusive boutiques in Singapore, Bali, Thailand, France, China, Saudia as well as online.



FEATURED ON

VOGUE

GRAZIA

ELLE  
AUSTRALIA



# THE COLLECTIONS

## Wanderlust

Based on Vero's most loved travel destinations, each piece represents a different corner of the world.



## Zanzibar

This powerful collection was inspired by Africa, its people, culture and wildlife. The pieces have a tribal style, all the whilst staying feminine and elegant.

## The Silk Road

The beauty of nature and ancient designs, revisited with a modern flair.



# THE COLLECTIONS



## Cyclades 70

Having spent endless summers in the Cyclades as a child, Vero pulled inspiration from the beautiful islands. This collection celebrates the nature of the blue Mediterranean sea with a 70's vibe.

## Birds of Paradise

Designed as a capsule boho-chic bridal jewelry line, as well as a resort range, the pieces are inspired by the intricacy and femininity of Balinese designs.



## Andalucia

The white villages of Andalucia, one of Vero's favorite places were the source of inspiration for this collection.

# THE COLLECTIONS

## Amazons

Celebrate the inner strength and femininity with ethereal designs. Inspired by powerful women in Ancient Rome, Greece, Jordan and Egypt.



## La Vie

Inspired by the 80s free spirit and movies such as "Desperately Seeking Susan", "Dirty Dancing". This collection is vibrant with glamorous fringes and hand-set sparkling zircons.



## Temptation

An ode to Singapore our Garden City. It features the iconic lion as the emblem of the city, the orchid, national ever present flower, the bamboo, symbol of strength and resilience and snakes representing protection, temptation and hidden knowledge.



# THE COLLECTIONS



## Xanadu

Named after the mystical capital of Mongolia and inspired by the Peranakan bridal jewelry, Chinese dragons and accessories, Xanadu aims at representing the richness and diversity of the Asian jewelry collection.

## Paris Je T'aime

Tribute to Paris, capital of love and arts... From the Marie Antoinette bow, the Art Deco Eiffel, Sacré Coeur cross, Sun from Versailles to the Josephine earrings, this line epitomises the roaring twenties with a twist.



## The Pink City

Celebrating Jaipur, capital of gemstones craftsmanship and the arts of India... home of BohemeSG's skilled artisans.

# NEW COLLECTION

## Along the Nile

The idea of an Egyptian collection took root during Vero's family trip. They were enthralled by the ancient Egyptian artifacts in the Cairo Museum and captivated by all the treasures they discovered. Along their journey, Vero discovered the reverence for the power and the sacred meaning of the jewel, created to soothe their owner's path into the afterlife. She became enthralled discovering pieces of Ancient jewelry dating back 3000 years, whose sophisticated modernity resonated with her own design approach.



As per Boheme's past collections, she used meaningful symbols of Ancient Egypt such as the obelisk, Isis Headdress the snake the pyramid shape ,the eyes of Osiris and Horus, scarabs, and pharaohs.

Vero also used emotionally charged colors and stones such as lapis and turquoise, symbols of the sky and the universe, carnelian, amethyst, a favorite with pharaohs for protection and citrine for clarity of mind and manifestation of desires. She hopes that through this collection, she can weave a thread of continuity from ancient to modern.

# COLLABORATIONS



## ERIC RAISINA

The 1920s, the golden age of French Haute Couture, is Eric's favourite. The couture design process is his passion. He had the privilege to design fabrics for Yves Saint Laurent 5 Avenue Marceau and to collaborate with Christian Lacroix Haute Couture.

Winning the "New Young Designer of the Year" at the Fashion Festival and Textile Competition in Madagascar enabled him to study Textile and Fashion at Ecole Des Arts Appliqués Duperré Paris on a scholarship. Later he received his Master's degree in Textile and Fashion from the Institute Français de la Mode.

Boheme partnered with Eric Raisina at the Fashion week in Portugal and for Boheme's new collection Along the Nile.

# COLLABORATIONS



## YOUSEF AKBAR

Yousef Akbar, who won the prestigious top prize in the eveningwear category at the 2020 Fashion Trust Arabia Awards, is known for his stunning designs that have been worn by A-list celebrities such as Nicole Kidman and Chrissy Teigen.

Boheme was proud to collaborate with Yousef for Vogue Australia in 2022, and we were thrilled to announce our partnership with him once again. This time, we unveiled a brand new capsule collection and clothing accessories designed by Vero at the Fashion Week in Sydney in May 2023.

# COLLABORATIONS



## LISA VON TANG

Lisa Von Tang, a brand that was founded in Singapore in 2017, drawing inspiration from the city's rich cultural heritage, as well as the diverse ethnic background and love for travel of its founder, Lisa. Sustainability has always been at the forefront of the brand's values, and it has since gained recognition in major fashion capitals such as New York, Milan, and Miami.

At BohemeSG, we share the same values and commitment to sustainability, which is why we use recycled brass and natural gems in our designs. We have collaborated with Lisa Von Tang on several shoots for her sustainable collections in stunning locations such as Maldives, Morocco, and Singapore.

We are thrilled to announce that Boheme will be partnering with Lisa Von Tang at the upcoming Fashion Week in Milan in September 2023.

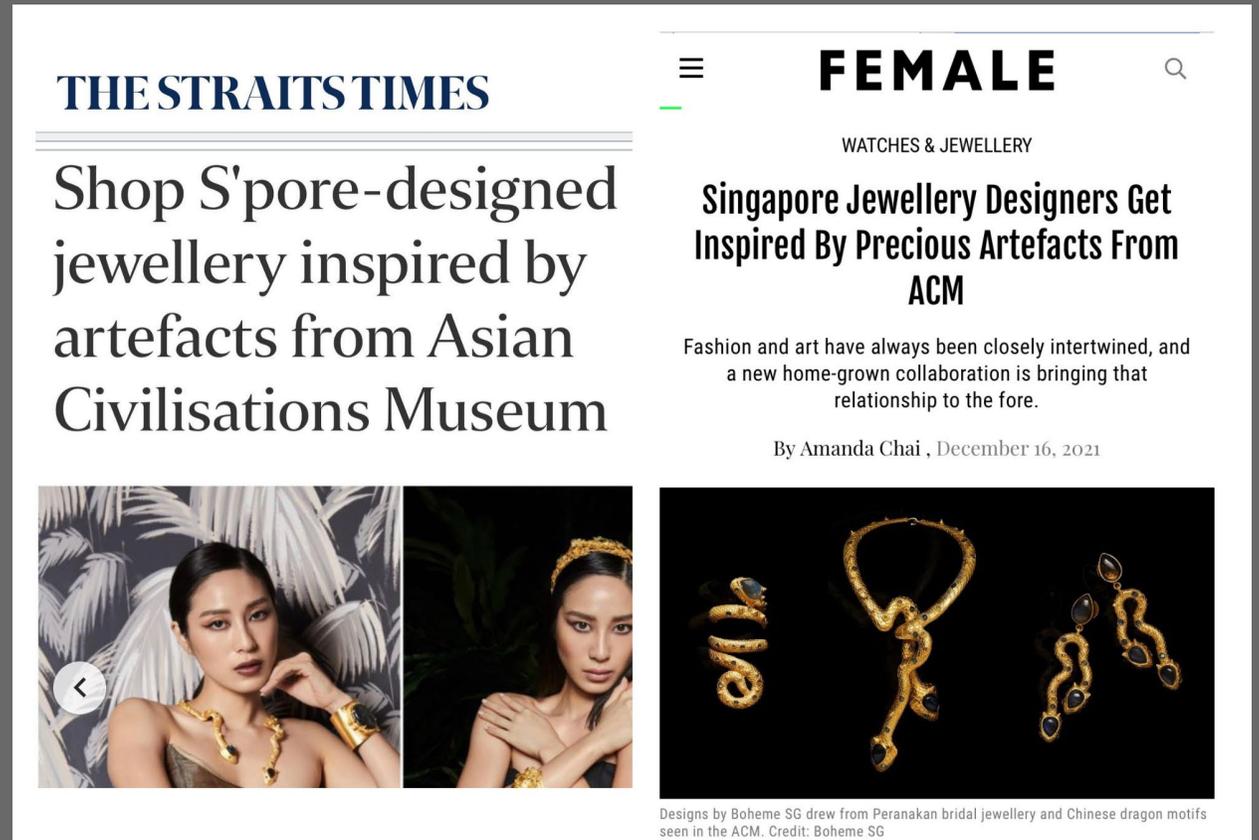
# FEATURES

## Xanadu ACM Museum Capsule Collection

BohemeSG is thrilled to have created a capsule collection in collaboration with ACM, the prestigious museum in Singapore.

"For her capsule, French designer Veronique Machharam of BohemeSG drew from Peranakan bridal jewellery and Chinese dragon motifs seen in the museum.

Titled Xanadu, the collection pays homage to the ancient city of Shangdu - located in present-day Zhenglan Banner, Inner Mongolia - and its famed, somewhat romanticised legends of emperors and dragons." - FEMALE & THE STRAITS TIMES



**THE STRAITS TIMES**

**Shop S'pore-designed jewellery inspired by artefacts from Asian Civilisations Museum**

**FEMALE**

WATCHES & JEWELLERY

**Singapore Jewellery Designers Get Inspired By Precious Artefacts From ACM**

Fashion and art have always been closely intertwined, and a new home-grown collaboration is bringing that relationship to the fore.

By Amanda Chai , December 16, 2021

Designs by Boheme SG drew from Peranakan bridal jewellery and Chinese dragon motifs seen in the ACM. Credit: Boheme SG

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THANK YOU

