

dinh van  
P A R I S

**PRESS  
RELEASE**  
SEVENTIES COLLECTION



# LIVING TOTEMS

Created in 2003, the Seventies collection imbues the industrialisation and functionalism of the Bauhaus with its own sense of structure and negative space. This autumn, the Maison expands its range with three radiant new pieces.

The basis of this jewellery line was none other than Jean Dinh Van's sense of rupture and his appetite for both technical and aesthetic innovation. Harmonising industrial processes with jewellery creation, he established a new design: a perfect cylindrical shape that led to the birth of a tubular ring. A key element of the modern jeweller's vocabulary.



The Seventies collection gives shape to solid blocks of gold, using curved cut-outs that appear to intertwine with the body like organic, shifting totems. This collection is inspired by the split ring of a keyring, the ultimate everyday object and an endless source of inspiration for Jean Dinh Van.

Later comprising a variety of rings, bracelets and cuffs, the Seventies creations embellish and highlight the brand's sculptural silhouettes.

In October 2022, a bracelet and two rings (all gold or with pavé diamonds) complete the collection.



**Seventies Rings  
Medium Model**  
Yellow gold and diamonds  
2 900€ – 4 400€



**Seventies Bracelet**  
White gold and diamonds  
13 950€



**Seventies Cuff**  
Yellow gold  
15 400€

**Seventies Ring  
Large Model**  
Yellow gold  
2 700€



**Seventies Ring  
Large Model**  
White gold and diamonds  
6 600€



**Seventies Cuff**  
White gold and diamonds  
Price on request

## **ABOUT DINH VAN**

In 1965, guided by his instinct, Jean Dinh Van created a jewellery brand that nobody was expecting.

An iconoclast by nature, he worked the metal with his hands like a sculptor following his creative impulse. Jean Dinh Van's vision was simple: jewellery that was steeped in design, an extension of the body, for everyone, to be worn everywhere, anywhere, anytime.

Jewellery that broke away from the norms of the Place Vendôme by sublimating everyday objects.

