

dinh van
PARIS

**LE CUBE,
THE DINH VAN
SYMPHONY**

FOR ONE SEASON,
LE CUBE IS DECKED OUT IN COLOUR.



A PLAY ON SHAPES.

As early as 1971, Jean Dinh Van had the intuition to combine the perfection of the circle with the rigour of the square. This aesthetic choice, which consists of inserting round shapes into square forms, has given rise to timeless creations, placing Jean Dinh Van at the heart of contemporary design.

By combining the spirituality of the round with the stability embodied by the square, Le Cube design offers an innovative vision based on geometry. An unexpected encounter between the softness of curves and the rigour of angles perceived as a dance of primary forms. This avant-garde creation around the squaring of the circle places Jean Dinh Van in a community of minds with the great designers of the 70s, a movement that captured the design era.

DINH VAN, HEIR TO THE BAUHAUS MOVEMENT.

Dinh van, heir to the Bauhaus movement, continues to perpetuate this spirit today by seeking a union between form and function and exploring another essential element: colour.

Indeed, some of the Bauhaus masters popularised the association of colours with simple shapes, as vectors of emotion that feed off each other through association, opposition or complementarity.

It is in this vein that dinh van has chosen to combine the geometric precision of the cube with the spirituality associated with the colours of the sapphires. Like Kandinsky, who painted compositions as if they were musical works, dinh van has created a collection of rings, necklaces and bracelets adorned with dazzling blue, pink and yellow sapphires, to be worn solo, as a duo or in an accumulation to create your own symphony.



THE SYMBOLISM OF SAPPHIRES.

The sapphire, a precious stone with bewitching reflections, has spanned the centuries, carrying with it an aura of mystery and power. A symbol of wisdom and truth in ancient times, sapphires can be used to fulfil every desire.

In 1965, the year he founded his eponymous company, Jean Dinh Van began creating jewellery set with sapphires.

The stability of the square design is combined with the spirituality associated with the carefully selected sapphire colours.



*« I try to keep up with life, live with the times,
and dare to create a harmony between what I do and the person
who wears my creation. I want to create for others. »*

Jean Dinh Van

YELLOW SAPPHIRE, A SYMBOL OF ENERGY.

A symbol of joy and energy, yellow sapphire is a bold and dynamic piece of jewellery. This precious stone brings joie de vivre, good humour and optimism. It encourages positive thinking and helps to overcome obstacles with courage and determination.

Yellow sapphire is also considered a stone of creativity and inspiration. It stimulates imagination, intuition and the ability to achieve one's ambitions. It is also said to attract prosperity and luck in all areas of life. Ideal for creative and passionate people, a piece of jewellery adorned with a yellow sapphire is the perfect gift to encourage a loved one to pursue their passions and fulfil their ambitions.



1.

1. Le Cube cord bracelet, pink sapphire and yellow gold, 730€ • Le Cube cord bracelet, yellow sapphire and yellow gold, 730€ • Le Cube cord bracelet, blue sapphire and yellow gold, 730€.



2.

THE BLUE SAPPHIRE, SYMBOL OF WISDOM.

The best-known sapphire is the blue one, which has been revered for centuries as a symbol of lasting bonds and fidelity. Its timeless beauty makes it an ideal choice for jewellery that celebrates life's important moments, such as engagements, weddings and birthdays. In many cultures, blue sapphire is also associated with knowledge. It is said to promote mental clarity, concentration and inner peace.

As a stone of protection, it is also said to shield the wearer from negative energies and outside influences. It is often used as a talisman to bring luck, happiness and prosperity.

2. Le Cube necklace, pink sapphire and yellow gold, 1 050€ • Le Cube necklace, yellow sapphire and yellow gold, 1 050€ • Le Cube necklace, blue sapphire and yellow gold, 1 050€.

PINK SAPPHIRE, A SYMBOL OF LOVE.

Finally, among all the possible sapphire colours, pink is certainly the most tender and softest. A universal symbol of love, pink sapphires encourage an open heart and the ability to love unconditionally.

Wearing a piece of jewellery adorned with a pink sapphire soothes strong emotions, calms anxiety and brings a feeling of serenity. In this way, it promotes feelings of compassion and emotional balance.



3. Le Cube ring, pink sapphire and yellow gold, 930€ • Le Cube ring, yellow sapphire and yellow gold 930€ • Le Cube ring, blue sapphire and yellow gold, 930€.

ABOUT DINH VAN

In 1965, guided by instinct, Jean Dinh Van created a jewelry brand that defied all expectations. An iconoclast by nature, he crafted metal pieces with his hands like a sculptor, driven by his creative impulse. Jean Dinh Van's vision was simple: crafting jewelry deeply rooted in design, accessible to all, that can be worn with everything, anywhere, anytime. Jewelry that transcends the conventions of Place Vendôme by transforming everyday objects into wearable art.