



THE STRAITS FINERY

COMPANY PROFILE

The Straits Finery is a Malaysian fine jewellery label conceived by Amira Yahaya and Foo Chia Chern, whose combined appreciation for individuality and modern sensibility have created a line of delicate jewellery that features simple, timeless staples that accentuates the wearer's own unique style.

The designs are contemporary, bearing minimalist principles that are subtle and made for everyday wear, but with a twist. At The Straits Finery, we believe that jewellery should be styled to match the personality of every woman. And as such, our core design principle allows the wearer to do just that. Our rings are deliberately crafted to seamlessly "fit" into each other, allowing the wearer to build stacks that, well, actually stack. The same principle leads in the design of our necklaces and earrings as well. In a nutshell, we pare it down so the wearer can stack it up.

As believers of living authentically, all our pieces are handmade in small quantities by skilled artisans using only precious metals of 14-karat solid gold and sterling silver. We believe in creating jewellery that can be passed down from mother to daughter and that has resulted in the creation of pieces that are personal, sentimental and stand the test of time.

As a brand, every detail is deliberate. Every aspect of our operations aims to exhibit elements of trust, sincerity and knowledge. Our continuing focus is on quality and great customer service. Design is done in-house in Kuala Lumpur, Malaysia. The production of the jewellery is in Bali, Indonesia with local artisans where each piece is individually crafted and forged by hand.

The Straits Finery retails online on its own e-commerce website as well as selected online and offline stockists.

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