

Nova Collection

Self-Expression by Design



Perhaps you've lived in Chiang Mai for awhile, or are on a holiday vacation and moving on to your next life adventure. You've scoured street-side markets and shopping malls. But still the ideal object embodying your life experiences and sense of personal expression has yet to emerge.

Have you looked into Nova Collection? Because while pieces ranging from bracelets and rings to pendants, cufflinks and necklaces are being offered at this classy, metropolitan-style shop, these commonplace forms are merely vehicles for the distinctive visions that are remarkably contained within each of Nova Collection's custom-made pieces. Wedding rings; special stones merged with wood, gold, silver and perhaps a ruby; reproductions of objects in museums; ceremonial swords or tea sets; it can be created here.

Upon entering Nova Collection's tastefully laid-out storefront, "Most people are surprised to see a cohesive idea in a shop that is quite alien to the context of Chiang Mai, like they're in another country," says Nova Collection's owner and lead designer, Patrick Lemmon. "However, upon a closer look, people discover special things that are influenced by Chiang Mai...somehow, in some way."

Whereas jewelry motifs throughout pre-World War II eras were primarily used as a display of material wealth – reserved for the rich and powerful – the 'contemporary' designs which Nova Collection specializes in are essentially about solving a problem using a group production process, resulting in marvelous objects being offered at reasonable prices.

The dilemma, in this case, is materializing your ideas. Accordingly, a significant portion of Nova Collection's works are one-of-a-kind pieces. And a thorough design process – including the use of digital modeling software, English-speaking consultants and a production team comprised of in-house trained technicians who share a design

language drawing on fourteen years of local experience – is applied. The proven result: astounding tokens that are as unique as you are.

What's more, if you're devoid of ideas as to what exactly you are seeking, a plethora of intriguing, ready-made jewelry is on-display at Nova Collection – where every item encompasses an intricate sense of authenticity that can be felt and appreciated.

"We're not really selling precious objects, like the usual jeweler – with a big diamond and a simple ring," proclaims Patrick. While art comes from the spirit, "We're selling a design," primarily to "People who appreciate well-made things that have an international, modern style...Jewelry is the perfect souvenir."

Perhaps, you'll just have to check out Nova Collection for yourself...



Jewelry-making classes are also available at Nova Collection, where you will first learn, step-by-step, about basic jewelry forms such as the ring, bracelet and chain. Then, the curriculum moves on to more complex design layouts, including stone settings.

While some students embark on a day class, others invest in a week or a couple of months. Regardless of the time frame, all instruction is provided by an experienced jewelry craftsman.

NOVA Collection
201 Thapae Road, T. Changklan, A. Muang, Chiang Mai 50100
www.nova-collection.com