

凜
Cierin
PURPLE GOLD

Vol.3

<https://cierin.jp/>



Development Story

Finally after 5 decades,
the concept for a concept for a unique and
beautiful 18K GOLD has been realized.

It has been known for 5 decades that the addition of
aluminum to 24K pure gold could result in purple gold.
The reason why it took so long to develop purple gold as
a commercially viable product is because of problems
with discoloration, toughness and durability.
There are various processes involved in the
commercialization of purple gold.
After many years of research and testing, the time for
producing and wearing beautiful purple gold jewelry
has arrived.



PATENT No. 5236833
PATENT No. 2021-109116



Brand Concept

Cierin is a brand for women
who embrace change.

Cierin 紫凜 is a brand of purple gold jewelry that can not be
found anywhere else.



“凜 -rin,” in Japanese, we symbolize it
as beautiful women and women with
full of spirit. Cierin is made for women
who embrace change today.

“紫 -cie,” in Japanese means purple.
purple color symbolizes nobility,
spirituality, and grace since in a period
of Nara in Japan. In the western
psychological field it symbolizes a
change and healing.

“金 (gold),” symbolizes, wealth,
eternity, and trust since a period of
ancient Egypt.

SHIZUKU

The "SHIZUKU" collection
symbolizes women
who take on
the challenge of change.



1. Platinum /18K Diamond Pendant 2. K18 4 Colored diamond Pendant 3. Platinum /18K Diamond Ring 4. Platinum /18K Diamond Ring 5. Platinum /18K Diamond Pendant 6. Platinum /18K Diamond Pendant 7. K18 Diamond Earrings 8. K18 Diamond Earrings

KAZE

The "KAZE" collection
symbolizes elegant women.



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9. Platinum/18K Diamond Ring 10. Platinum/18K Diamond Earrings
11. K18 Diamond Necklace 12. K18 Pearl Diamond Necklace

HANA

The "HANA" Collection symbolizes
mysterious and sophisticated women.



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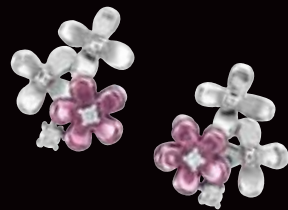
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13. K18 Diamond Pendant Brooch 14. K18 Diamond Pendant Necklace
15. K18 Diamond Pink Sapphire Pendant Necklace 16. K18 Diamond Pendant Necklace
17. K18 Diamond Earrings

TAKUMI

The "TAKUMI" collection highlights women's softness and elegance through the advanced skills of our craftsmen.



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18. Platinum • 18K Diamond Pendant Necklace 19. Platinum • K18 Diamond Ring
20. Platinum • K18 Diamond Earrings



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The "SUKASHI" collection symbolizes the beauty of traditional Japan.

SUKASHI

21. K18 Diamond Ring 22. K18 Diamond Pendant 23. K18 Diamond Ring