



EAFLY

NEW YORK EST. 1979

Who We Are

The EFFY brand is defined by several key components

Affordable Luxury

- Dedicated to providing choice – within price points and personality details.

Classic & Contemporary Designs

- Over 500,000 unique styles
- Custom Fine Jewelry design for men and women



Made in NYC

- 10-floor facility, heart of the diamond district in NYC
- Largest jewelry manufacturer in North America

Inspiring Story of Success

- Family business since 1979
- Immigrated to USA to achieve the American Dream

WHO WE ARE



OUR FOUNDER

“My designs have always been inspired by the world around me. Every collection tells a different story.”

Effy Hematian

DESIGNER AND FOUNDER



OUR FOUNDER



Effy Hematian

- Since 1979, Effy has been designing some of the world's most distinctive jewelry.
- As a professionally trained engineer, Effy has a passion for exquisite workmanship that is evident in each piece of jewelry — and a vision that begins before he even starts sketching.
- His innovative and meticulous designs are the hallmark of the EFFY craft.



OUR FOUNDER

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Made In NYC

- Effy wants to give back to the country that has given he and his family so much
- Majority of manufacturing is based in the USA, in the heart of New York's diamond district
- From design to final polish, each EFFY piece passes through 35 different craftsman before reaching store level
- EFFY is now the largest jewelry manufacturer in North America



MANUFACTURING

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The Industry's "King of Color"

- EFFY uses more than 200,000 carats of gemstones each year
- Gem-sorting room is exclusively dedicated to rubies, sapphires, and emeralds, and each stone is hand-selected
- Known in the industry for "EFFY Quality Gemstones" due to his emphasis on vivid color and saturation



MANUFACTURING

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Limited Lifetime Warranty

- EFFY stands by the quality and craftsmanship inherent in every collection, which is why we offer this Limited Lifetime Warranty
- We agree to repair or exchange any item that we deem to be damaged due to a manufacturing defect
- Please register your EFFY purchase by filling out the Customer Information sheet following your purchase.



WELCOME TO THE EFFY JEWELRY FAMILY

where you will find a vast array of meticulously crafted designs inspired by trends from around the globe. Famous for the use of vibrant gemstones, each one-of-a-kind collection offers something for every taste.

A FAMILY OWNED BUSINESS

based in New York City since 1979, designer Effy Hematian has built a reputation for unrivaled quality and craftsmanship. Today, Mr. Hematian runs EFFY Jewelry with his three sons and remains highly involved with each design, every step of the way.





Limitless Choices

500,000+ different styles of fine jewelry, for every personality and budget starting at only \$95

One-of-a-kind, heirloom pieces, celebrating high-quality diamonds and gemstones, set in 14K & 18K Gold

Signature Collection

- Mr. Effy's personal favorite collection because of his passion for the beauty and strength of the panther.
- A panther represents strength, power, beauty which are three pillars that helped build the EFFY Hematian brand.
- A single piece features Hundreds of fully faceted handset diamonds. An EFFY Master Craftsman will spend several days to complete a large Signature Collection piece
- Each Panther has its own facial expression and personality
- Emerald or Tsavorite Eyes give an alluring or mysterious look to the panther. Black diamonds and black rhodium add a touch of elegance and unique design.
- Rings, bangles, bracelets, earrings, pendants and necklaces and full matching sets. Rose, yellow and white gold choices. Even two tone options.
- 360 degree panther design so no matter which way you look at it, it is intricately designed.
- Woman who have fallen on difficult times tend to love this collection because these pieces represent the strength that it takes to overcome life's challenges.



DIAMOND COLLECTIONS

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D'Oro Collection

- Bold and eye catching yellow Gold designs.
- Crisp white diamonds set differently to make each piece unique.
- Brushed yellow gold creates an antique finish
- Crisp white diamonds set in white gold to compliment and blend each piece.
- A more substantial look create an even bigger value in each piece, Italian inspired.
- Brushed yellow gold to create an antiquish look.
- Designed in sets to help compliment the wearer.
- Dress up or worn casual, this compliments any wardrobe

Classique Collection

- Baguettes create a mirrored sparkle
- Classic Designs that will go with any outfit – casual or formal. These are designs that can be worn 100 years from now and still be fabulous and current.
- Two tone look to create a modern vibrant look while each Baguette is complimented with round brilliant diamonds
- Each Baguette is a different shape to reflect in different ways picking up and reflecting more sparkle
- Twisted and crossover designs make it a perfect right hand ring
- Durable to wear everyday and designed to match any outfit or jewelry
- Each design creates instant excitement to a wardrobe.





Pavé Classica Collection

- Inspired and designed for the Red Carpet
- Choices of white, yellow or rose gold
- Micro Pave diamonds are all handset under microscope for a clean fresh look that is designed to never age
- Each design can take days to finish.
- Multiple full cut white diamonds are set to disperse light creating everlasting sparkle. A twist of baguette diamonds give each design sophistication and elegance.
- Different links are designed to give the wearer full comfort and to compliment the piece and the wearers personality
- Designed in sets to show of the collections full beauty
- Classic and timeless designs give each piece a modern twist of excitement.

Bouquet Collection

- Patented design
- 3 Dimensional setting with diamonds placed on 3 different levels
- More gold used to accommodate large diamonds.
- Diamonds appear whiter and brighter
- Intricate filigree designs give more detail to create Vintage/Victorian looks.
- Matching sets to compliment the wearer
- Different size stones create a better look and also a brighter more vibrant sparkle
- Promotional Designs meaning great deals and discounts
- Flatter stud moldings for better comfort and look
- Rounded backings on pendants to allow rotation and sparkle with movement
- All diamonds hand sorted and set to match perfectly.



Espresso Collection

- Fancy Brown Diamonds complimented with Rose Gold are growing as new modern trend in jewelry design today.
- Over 100 unique designs.
- Can be worn everyday and is designed to match most outfits.
- Matching sets uniquely designed to complement wearer to feel comfortable wearing ever day and really stand out for evening or special occasions.
- Black Rhodium tipping is used to enhance the Espresso Diamonds and to create a ripple sparkle effect when worn.
- Solid designs front and back.
- Starts as low as \$795 for Best Buy Pendant.
- White diamonds match and accent espresso diamonds in rose gold.
- Can also be seen in Yellow and White gold options.
- Limited Edition used in Butterfly Designs and also other nature pieces are very popular



Caviar Collection

- Effy makes black Diamonds sparkle.
- Full cut black diamonds are hand set in each piece.
- All black diamonds are complimented with Black Rhodium Tipping to blend black diamonds to each other, create patterns and to enhance extra sparkle.
- Each black diamond is offset from the other so that the slightest tilt of hand will give off a brilliant flicker of light.
- Crisp white diamonds create the dramatic contrast with the black giving a look of elegance for all occasions.
- Can be found in White, Yellow and Rose Gold
- Trying it on and understanding its design is the only way to really feel this collection.

Trio Collection

- Rose, Yellow and White Gold combinations.
- The perfect Surprise gift for anyone because it can match any watch, jewelry or outfit.
- It combines other jewelry to be worn simultaneously be enhancing all the gold colors at once.
- Beautiful 360 degree designs and floating accents make up the collection.
- Can be seen in designs that are more fashion forward and a real trend on the Red Carpet or at home.
- Extra time is put in to create all three colors in one piece.
- Each color gold is designed to stand out and is mostly border by a gold outline.
- Effy has a secret recipe for Rose gold which is known to appear brighter when blending all three colors.



Brasilica Collection

- Mr. Effy's first collection ever made and sold back in 1979.
- Emeralds from Columbia, Brazil and Zambia.
- Mostly found in Yellow gold settings.
- When in white gold settings the basket will mostly be in yellow gold to create the contrast between green and yellow and expose the Emeralds beauty more.
- Very modern designs and fashion forward.
- Higher quality Emeralds make this collection eye captivating and is a top seller.
- Different shapes of emeralds set in modern designs set this apart from any rival.
- Shapes that Mr Effy designs his emeralds in are round, oval, cushion, pear, marquise and princess.
- Often pieces will have multiple shapes in one designs.
- Highest quality and the best value of emeralds on the market.

Royalé Bleu Collection

- Deep, penetrating blue sapphires with vibrant hues make up the Royale collection.
- Traditional royal designs as well as fashion forward designs can be seen.
- High quality blue hues are seen as the main focus point while Mr Effy's designs are there purely to compliment and expose the stones.
- White diamonds accent the blues and match the white golds perfectly.
- Most collection are seen in white and yellow gold with a few two tone designs for the person that wants to be noticed.
- Different shapes of stones come together as one to create patterns that are never seen in this industry.



Watercolors Collection

- A stand out collection in solitaire multi color sapphires that earned Mr Effy the title and name “King of Color”.
- The number one collection sold in all regions such as Australia, New Zealand, Asia, Baltic, Mediterranean, South America, Mexico and the United States and Canada.
- Can be seen in white gold, but mostly yellow gold makes up this collection.
- Each gem is shaped and cut in different sizes for each shape.
- It is designed to bring color to your life and wardrobe and changes its look with each outfit that is worn.
- Also designed as a cruise memory and can be found with the seaside collection.
- Espresso Diamonds are also seen in some collections to border and accent the darker sapphires.
- White diamonds are also placed in the border and can be seen floating in between the rainbow of sapphires seen.
- Black Rhodium tip is used in some of the designs.



Amoré Collection

- The Rubies stand for passion and love.
- Traditional pieces seen in Royal designs are available, but also the more modern, diverse and powerful pieces can be seen in recent years.
- Mr Effy gets very creative with the Rubies and this is one of the collections that really make a statement.
- Forward thinking in design takes this collection to a new level and can now be seen in very retro designs.
- Different shapes of stones really allow Mr Effy to use his creative background and set a new benchmark when it comes to buying rubies.
- White diamonds are seen to enhance the rubies and compliment each stone.
- Full sets are created to help the wearer express their love for rubies, their passion for red and the fire of each ruby really sets a statement of love.
- Mostly seen in yellow or Rose gold to create a compliment between the stones and the setting.
- Fashion forward designs makes it the leader and the difference between its rivals.



Tanzanite Royalé Collection

- The number one colored gem of our generation.
- One of the few rare gems purchased for its natural beauty.
- The only colored gem that rivals a diamond in brilliance due to its intense light refraction, giving it dazzling saturation of royal colors.
- Modern shapes and settings are seen in the Tanzanite Royal Collection.
- Effy carries the most fashion forward styles featuring tanzanite in modern and contemporary designs that will be enjoyed.
- 360 degree designs using multiple colored gold accents.
- We have an

PRECIOUS COLLECTIONS

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Blush Collection

- Effy matches this exotic stone with his own personalized recipe in creating rose gold.
- The stone and the setting match perfectly and compliment each other in ways that only this collection can.
- The artistry in modern stone cutting allows you to see all the facets from each size and changes with the wearers skin tone and outfit.
- Crisp white diamonds surround the Madagascan Gemstone in floating prong settings.
- Full sets are created to show off the unique designs and benefit the wearer.
- The Blush collection is for the person who wants to stand out from the rest.



Aquarius Collection

- Aquamarine is the stone for march.
- This passionate pale blue is seen in Effy's white and Rose gold.
- Mr Effy is one of very few designers to pay attention and design so much detail around this gemstone.
- The settings are not too bold and compliment the pale blue stone so the wearer is not seen as "over the top".
- Full sets are created in a multiple of different shapes and sizes allowing the collector to find the piece that really sings to them.
- The Aquarius collection is a perfect gift for a cruise memory and resembles the oceans and has calming element about it.



Aurora Collection

- Opal is a natural kaleidoscope of color and Effy definitely knows how to pick fiery opals.
- Each unique and rare stones is set mainly in rose gold to give it a richer and more elegant feel. The colors come to life in Mr. Effy's modern and attention detailed settings.
- Full sets can be found so that the wearer is not stranded with only wearing one piece.
- White diamonds accent and form a halo surrounding the cabochon to feature it giving each piece an impressive finish.
- Fashion forward designs that will keep you coming back for more.



Bordeaux Collection

- The Bordeaux Collection resembles the rich Cabernet reds that are found with only the finest stones.
- The Rhodolite Garnet is seen as having a rich texture and hue.
- Most of the gems have detailed designs accented with a double halo of diamonds reminiscent of the Victorian period.
- Highly detailed in design and top quality gemstones make this collection a real show stopper.
- Any January babies would love to be a part of this collection and should be introduced to the beautiful pieces that make it up.
- Focusing on using high quality stones and different shapes.

Mosaic Collection

- Mr. Effy puts his focus on semi-precious and birthstones showing intense colors.
- The forward thinking design allows you to see the entire stone.
- Each facet, color, shape can be seen from a distance thanks to the ingenuity of the designs.
- Using gold it really shows off every shape, color and stone.
- All stones are set in different shapes, sizes in a repetition of colors.
- Matching sets are must because this collection is only found at Effy.



Balissima Collection

- When Balinese Inspiration and New York comes together.
- A design that is comfortable to be worn everyday, down the red carpet and to your local grocery store.
- Perfect for stacking and using each design to compliment the next.
- Full 360 design in sterling silver with accents of beading in 18kt yellow gold.
- Collections can be seen with full cut diamonds, sapphires, Rubies and most semi-precious gemstones.
- Price points start as low as \$125.
- Each piece has a traditional mold and Mr Effy's creative Engineering mind takes it to a new level.
- Twist and turn this collection to see the full designs
- Only the full set can be the perfect match.

SILVER COLLECTIONS

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Pearl Lace Collection

- Elegant and Stylish.
- Pearls can always be an “on the go” piece.
- Affordable luxury.
- Creative swinging designs that move when you do.
- Matching sets to help compliment your outfit.
- Brushed sterling silver gives it the unique look that everyone wants and make the price point extremely low.



Men's Collection

- Masculine designs take the gentlemen to a new level.
- Using natural colored gemstones from around the world, it allows the modern man to show off his style and taste.
- Mr. Effy went for bold and masculine looks that can be worn on multiple fingers and compliment any event or outfit.





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You're now an
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Graduate!

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