

Welcome to this JOURNEY

term

is a Japanese

Ikigai is a Japanese term that means "having a reason for being". It is a conjunction of things: what I love to do, what the world needs from me, what I am good at and what they can pay me for. And that is what it's all about: passion, mission, profession and vocation.

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लक्ष्मी
IKIGAI





Welcome
to Clara Forno
Ikigai

I am Clara,

My dream is to build something more than just a brand, to invite you to connect with your soul through symbolic jewelry.

My intention is that you can find a meaning, a value that transcends the product itself.

Each gemstone holds a unique power.
Each symbol is a tool of *self-expression*, your voice.
Each piece tells a *story, YOUR STORY.*

Our brand was born with the strong intention of connecting people, sharing, expanding.

The magical pink city of Jaipur is birthplace to this journey where every piece is made by local artisans. We believe in handmade and its deep connection between artisans and wearers. We want to keep artisans crafts alive to preserve this knowledge for future generations.

This project is my ikigai.
I hope you *enjoy it as much as i do.*

After many years in fashion, I created Ikigai with the desire to make meaningful pieces—little objects with big value, beyond just being style icons. Each piece in my collections is meant to be as unique as the person who wears it.

I like to think of them as talismans, almost magical, designed to connect and reflect a part of ourselves.

Ikigai is about discovering what truly matters and living a life filled with purpose and joy. This is how I feel about my Ikigai, it is a part of me and I wish to make it a part of you.

Cultures around the world have certainly had a great influence on me. Born in Argentina, I've lived in Singapore and now in Spain. I've become almost a nomad, always seeking new inspirations. And of all of them, India particularly holds a special place in my heart. Many trips to Jaipur and Delhi have shaped me deeply. India's colors, creativity, joy, and sensitivity are the cornerstones of ikigai, influencing each piece to be significant on its own and even more special when combined with others.

Ikigai is a world of color, texture, and style. It's passion, life, and magic. Each piece is a journey and tells a story.

My story, Your story, Our story.



Our Materials

Our pieces are handcrafted from brass. Plated with 18k gold, featuring 1 to 2 microns of gold.



Natural gemstones

We work with suppliers across the world in search of the highest quality gemstones. Due to their natural origin, size, shape and color may vary making each piece truly unique.

The power of Crystals

CRYSTAL POWER

Infused with the energy of nature, every crystal has a unique set of healing properties. Crystals can energize, calm and inspire...

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and what they can pay me for.
And that is what it's all about:
passion, mission,
profession and vocation.



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IKIGAI

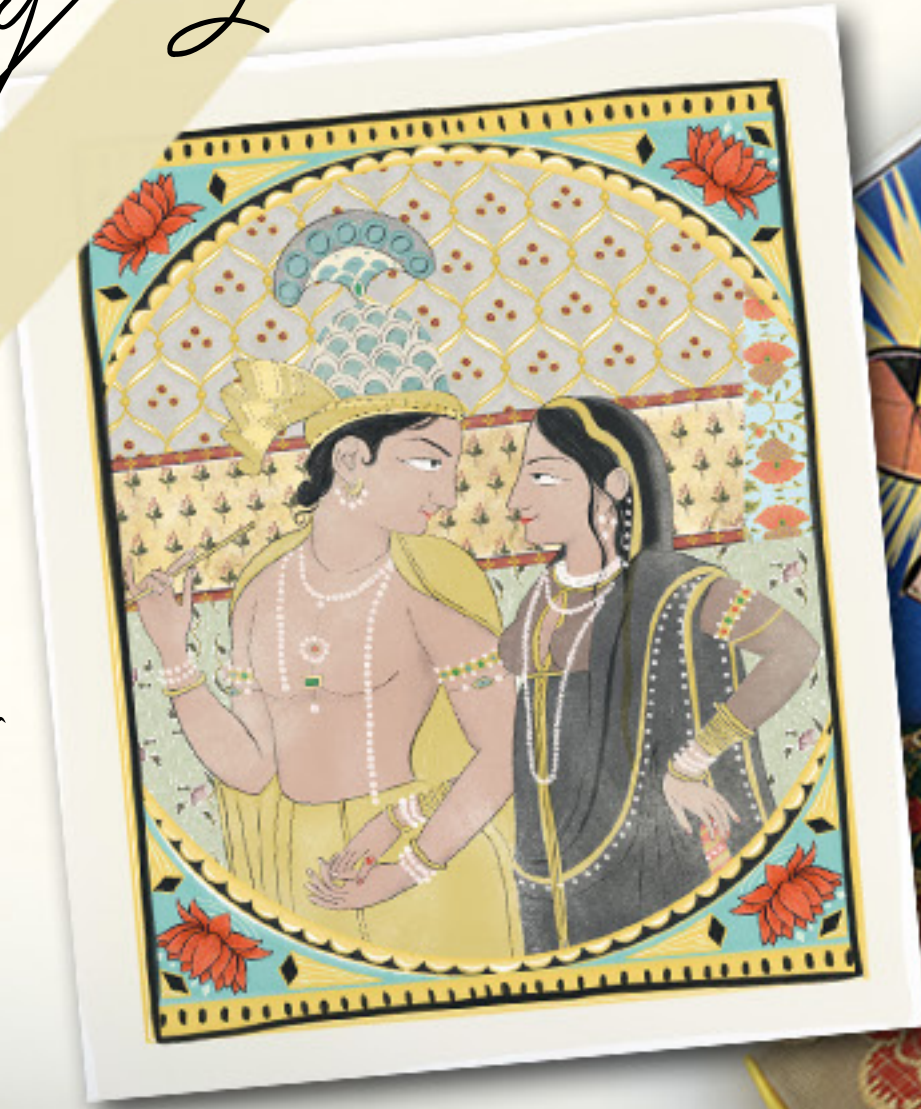
PIECES LOOK
AND FEEL
NOBLE,
EFFORTLESS,
LIKE SOMETHING
THAT HAS BEEN
WITH YOU
FOREVER.



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Our Packaging

Take Care Card



TAKE CARE OF ME
Los productos son hechos a mano, con materiales nobles y enchapados en oro. Tratalos con delicadeza. Evita el contacto con el agua y la humedad. Alejalos del perfume y las cremas. Los baños de oro se irán desgastando con el tiempo, siempre. Cuidándolos, brillarán mas tiempo.

This jewelry is crafted by hand, with nobel materials and real gold plating. Treat them delicately. Remove them before swimming, bathing or cleaning. Avoid perfume, lotions and other product. Gold plating also wears away over time.

Crystal energy



Packaging is essential in this *journey*. We want to surprise you, not just in *textures and colors* but in the feeling that every detail was carefully looked after. And on these little cards are always our *wishes*... There is something of ours that always goes in that box, beyond that necklace, ring or bracelet...

Unboxit

कारण
IKIGAI

Passion

Lay down & watch the sky

Have a technology break

Protect you

Breathe Deep

Lay down & watch the sky

Trust The Process

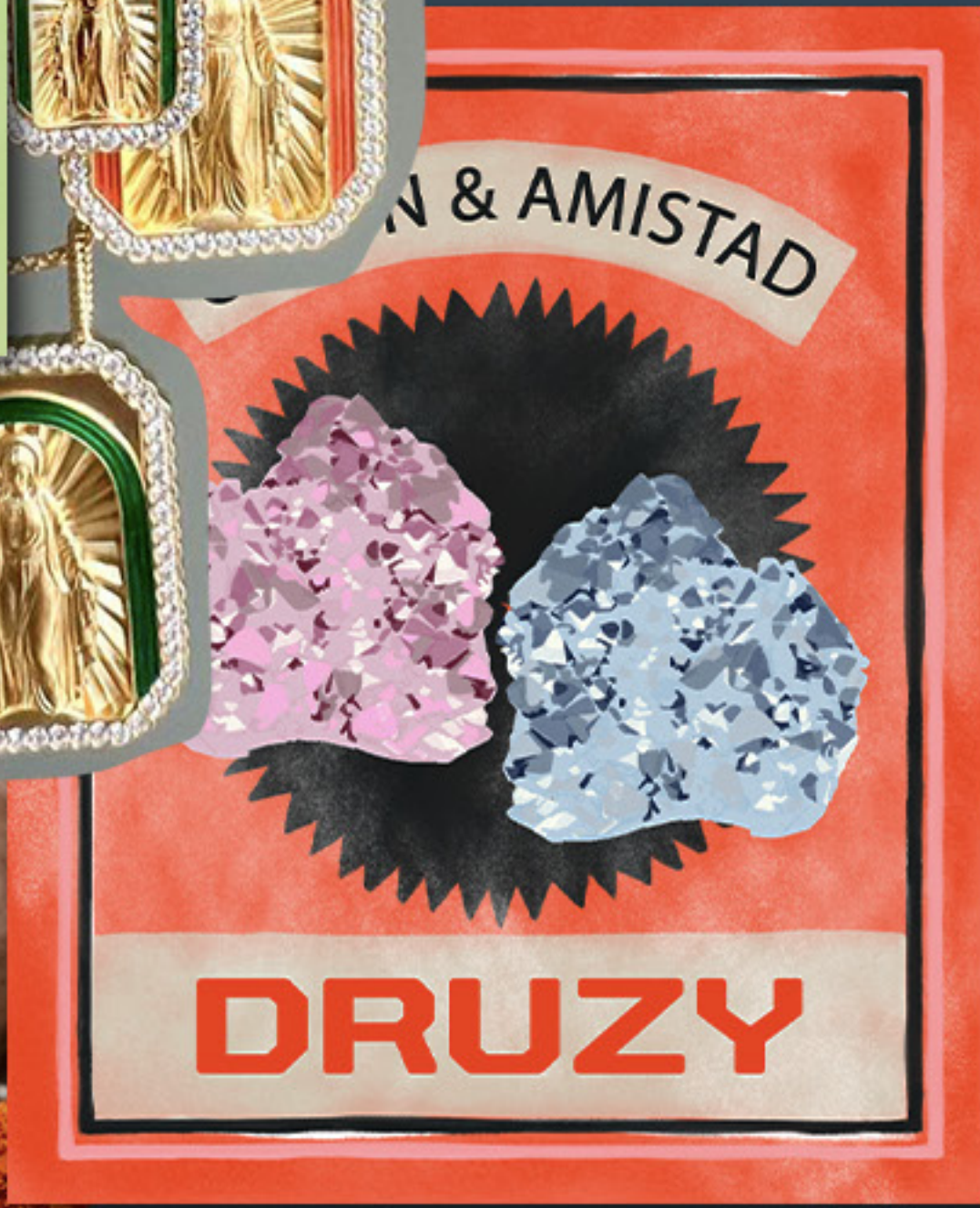
Give

vision

Thin



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IKIGAI



Contact me clara@cfikigai.com
Instagram [@claraforno.ikigai](https://www.instagram.com/claraforno.ikigai)

