

Initium launches in Switzerland its first bridal jewelry making workshops



Geneva, 15th April 2025 – For the past ten years, Initium has reinvented the world of watchmaking by placing creation at the heart of the experience. In 2025, to mark its anniversary, Initium unveils a trilogy of exclusive projects celebrating Swiss craftsmanship in all its forms.

Today marks the unveiling of the third and final chapter: the launch of **gold jewelry workshops dedicated to bridal jewelry**—a rare and precious offer, and a first of its kind in Switzerland.

With two new courses— the **Alliances Workshop** and the **Engagement Ring Workshop – Le Solitaire** – Initium invites couples to enjoy an intimate and deeply symbolic experience: **crafting the jewel of their commitment, hand in hand with a master jeweler.**

Gold as a bond, craftsmanship as a language: Initium introduces a new way to say “I love you”

Craft an **18k gold engagement ring**, set with a diamond or a precious gemstone. Create a pair of wedding bands together in a **private workshop**. Explore, understand, learn... Initium makes this all possible through an immersive, hands-on experience, offered exclusively in **Geneva** and **Le Noirmont**.

Each session becomes a **timeless moment**, where the **artisanal gesture becomes an act of love**.

Sawing, filing, soldering, refining, polishing—each step is guided and shared, carrying the full meaning of "making together".

More than a purchase, it is the **experience of creation**; the transformation of a noble material into a lifelong memory.

Initium Bridal Jewelry – three exclusive courses

- **The “Alliances” Workshop**: craft a pair of 18k gold wedding bands together – CHF 3,990.–
- **The “Le Solitaire – Precious Gemstone” Workshop**: create a custom engagement ring set with a sapphire, ruby or other stone – CHF 2,490.–
- **The “Le Solitaire – Diamond” Workshop**: diamond version of the Solitaire course – CHF 2,790.–

Launch offer valid until May 15, 2025:

- Alliances Workshop – CHF 3,790.–
- Engagement ring - Solitaire – Precious Gemstone – CHF 2,250.–
- Engagement ring - Solitaire – Diamond – CHF 2,550.–

A first in Switzerland, an unforgettable experience

Initium is the **first concept in Switzerland** to offer bridal jewelry workshops, combining **precious materials, Swiss craftsmanship and emotional connection**.

More than a course, it's a **creation made with four hands**. More than a jewel, it's a **memory to wear every day**.

The first courses will begin in **early summer 2025**, available exclusively at Initium's workshops in **Geneva** and **Le Noirmont**.

About Initium

Founded in 2015 by **Mathieu Gigandet** and **Gilles Francfort**, Initium embodies a passion for traditional Swiss craftsmanship. Based in the heart of the Jura Arc, in Le Noirmont (JU), and present in **Geneva** and **Paris**, Initium offers immersive experiences where **fine watchmaking, jewelry, and artisanal knife-making** meet.

Through its exclusive workshops, Initium offers clients the opportunity to create unique pieces while diving into the heritage of Swiss savoir-faire. Constantly evolving, the brand continues to grow, offering **tailor-made experiences** to Swiss and international clients in search of authenticity, emotion, and creativity.

Contacts

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