



JULLS &
CRUZEIRO MINE



1970

Early days at the mine



2022

Still keeping it safe and clean



Mine to market



CRUZEIRO MINE

ABOUT

Headquartered in the region of Governador Valadares, in Minas Gerais, Cruzeiro Mine has been managed since 1980 by the Neves family, now represented in its third generation. The group has achieved international recognition for its seriousness, governance and best practices from mining to the cutting of various gemstones. Their value proposition is to bring formality and complete traceability of the production chain to the jewelry industry, as well as to support environmental sustainability through a minimal impact approach in gem mining.

THE MINE

Cruzeiro Mine is the world's largest Tourmaline mine. From the outside, the landscape is enchanting. Its interior seduces through the colors of its stones. One of them is Rubellite, which has an intense pinkish red hue, considered the most splendid in the world, and is our greatest treasure.

FAIR MINING

The mining process at Cruzeiro Mine is a FAIR process. From the extraction of minerals, the recycling of waste and care with disposal, the care with the stone in all processes, the work environment and the company's ideology that respects nature as much as possible allows the best stones to be ready to transform into beautiful jewelry.



JULLS COLLAB WITH CRUZEIRO MINE

With exceptional gem quality, fair mining as a flag and great reputation in the national and international market, Cruzeiro Mine joined JULLS and together they created an exclusive project for designers to be presented at Couture in a collection of jewelry with stones extracted from the mine in order to present this news to buyers around the world.

In an exclusive showcase at the JULLS booth, a selected team of designers were invited to develop this collection with stones supplied by Cruzeiro Mine.

This is an opportunity that allows Brazilian designers to present their DNA in one of the most popular square meters in the world, subsidized by the Cruzeiro Mine and with all the support and coordination of JULLS.



JULLS

BIA TAMBELLI CREATIONS

CRUZEIRO MINE



Raised in Minas Gerais, Brazil – the land of magic and precious stones – Bia soon starts scouting for stones and collecting them. Little by little, her love for art, design and painting grows but she'll never forget her stones. Little did she know they would become her future trademark. It's early 2018 when she debuts in the world of haute joaillerie with the launch of her namesake line: Bia Tambelli.

The symbolic value of stones really permeates all her work: each piece is pure balance of shapes, colours and evocative power. Through their energy and strength, the creations educate those who wear them to dedication and empathy, all fundamental steps to an individual's spiritual growth.

The jewels convey a strong energy, emotional and spiritual freedom; the strong love for art in the stricter sense of aesthetics helps celebrate this unique and exclusive style.

The collections represent a constant pursuit of symbolism, that goes hand in hand with the expert craftsmanship and talent of Bia. Those who wear her jewels cannot but embrace their force and primordial beauty.

JULLS

CAROLINA NEVES
CRUZEIRO MINE



Carolina Neves translates elegance and versatility into impeccable jewels.

The Brazilian Jewelry Designer Brand is a reference in gemstones in its hometown.

A decade ago, the Brazilian jewelry designer Carolina Neves created her homonym brand, and since then has been conquering the jewelry market with her meaningful jewelry. Inspired by the modern on-the-go women who want to wear jewels that they can wear from day to night, the brand has become a reference in jewels with personality, winning over customers with fun charms and pendants in 18k gold.

Ever since she was little, Carolina has been around colorful gemstones, since her father was fascinated by them. Some of her friends even got gemstones as presents, which Carolina personalized and transformed in versatile and meaningful jewels. Carolina's mother was her reference in arts and fashion, since she worked in the fashion industry for many years, which made the designer fall in love with this creative universe, creating amazing drawings and hand work.

The colorful gemstones selection in different shapes is Carolina Neves starting point to a original design, with pieces that complement each other, creating unique jewelry. In each collection, the Brazilian designer brings new elements, that never fail its purpose of delivering meaningful designs.

Currently, Carolina Neves has several sales points in Brazil, and has a worldwide presence in prestigious retail outlets like Moda Operandi, Broken English, Farfetch, Tiger and Arcadia in Singapura and Lido in Puerto Rico.

JULLS

CASA CASTRO
CRUZEIRO MINE



Although born in Portugal, the founder of Casa Castro Mr. Antonio Teixeira de Castro is a Brazilian by choice. He opened his first store on XV de Novembro Street in the early 19th century. He was passionate about antiques, a great connoisseur of the Arts and gemstones, a tireless researcher, and a demanding perfectionist in relation to the quality of all pieces of jewelry he sold to his customers.

Entire families became loyal customers of Casa Castro because of its diamonds, rubies, sapphires, emeralds, a great deal of creativity, an impeccable team of cherry-picked goldsmiths, craftsmen, and jewelry designers and, most and foremost, Mr. Castro's indisputable personal charisma.

Together with his daughters Vivi and Kika, Antonio Carlos de Castro Tinoco Cabral is currently at the forefront of the business. Vivi and Kika, the fourth generation and granddaughters of the founder are now responsible

for keeping the century-old brand fresh and modern.

While the sisters design original ready-to-wear jewelry made of exotic materials and gemstones, Antonio Carlos focuses more on high-end jewelry.

"Jewelry designing and manufacturing have been a part of our lives ever since we were children. This closeness to the family business made us aware of the importance of being involved with the elaborate design and manufacturing processes, starting with the creative process and selection of raw material down to the completion stage when quality and finish are carefully controlled. According to the sisters, this acute awareness of the importance of quality and finish were inherited from the best possible teacher, that is, their father Antonio Carlos!"

JULLS

FISZMAN JEWEL

CRUZEIRO MINE



Working with unique high quality gemstones, 18k gold and expert craftsmanship Richard Fizman creates singular and intricate pieces.

Since establishing Fizman Jewel atelier in Sao Paulo - Brazil on 2002, he has created countless one of a kind pieces for the delight of his clients.

By drawing inspiration from Brazil's opulent nature, geometric elements inspired by nouveau art and deco art, we are able to craft custom pieces of unmatched beauty and art value. That is the essence of our brand.

As Richard like to put it:

"Jewelry is an art . It's about sculpturing what you can wear. There is no impossibility when reaching for our clients dream and desire"

JULLS

LOXUS JOIAS
CRUZEIRO MINE



Tradition, Quality, and Design. These are the keywords that guide LOXUS.

Administered by the entrepreneur Lorena Viana Batista, from Minas Gerais, Loxus is in the jewelry market since 2011. Influenced by her father, who created small pieces as a hobby releasing his creativity, the designer was passionate about jewelry since young. Very meticulous and intuitive, she refined her technique in gemology and design jewelry courses at the State University of Minas Gerais (UEMG). In 2014, she was one of the winners in the national contest promoted by AngloGold Ashanti, which the main subject was Brazilianness. To win the prize, the designer created a pair of earrings named "Águas de Março" (Waters of March), in reference to the song composed by Tom Jobim.

Lorena was always inspired by the desire to create jewelry with high-quality stones and a unique design. She can realize the dreams of her clients by investing in timeless and contemporary collections, underlining the diamonds, emeralds, aquamarines, and Paraiba tourmaline, allied to 18-carat gold, unparalleled quality raw materials of unique origin, panned from the best world suppliers.

Each piece is produced individually, from the first sketches to the choice of the best raw materials, by the experienced hands of goldsmiths, stonecutters, and nailery, under Lorena's selective look, whose winning creations are ever more calling the attention of clients and jewelry admirers.



JULLS



Cruzeiro
HERITAGE | Mine