



JULLS &
CRUZEIRO MINE



1970

Early days at the mine



2023

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 23 in a collaborative 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 five 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
CAROLINA NEVES
CRUZEIRO MINE



Jewelry with meaning: this is the best definition of Carolina Neves' work. The brand is recognized for the mix of colors, gems and cuts in the same piece and for the flying stones concept. The brand participates for the second time in this project and brings an irreverent and bolder product deployment.

JULLS

FISZMAN JEWEL

CRUZEIRO MINE



Specialist in high jewelry with exclusive gems and diamonds, the atelier has created numerous special pieces since its inception in 2002. In 2023, it participates again in the project with the Cruzeiro Mine Signature collection, an offshoot of the sophisticated line it developed in 2022 with the rare bicolored rubellites from the Mine.

JULLS

VERACHI

CRUZEIRO MINE

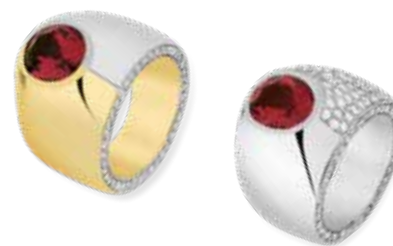


Verachi jewelry is produced inside their studio, having come to life in drawings and watercolors. The brand has a strong commitment to socio-environmental responsibility, with 100% recycled gold and gems from responsible mining.

JULLS

NAIVE

CRUZEIRO MINE



Inspired by art naïf, which rejects formal concepts to give more space to spontaneous creation, the brand's jewelry is versatile and customizable. Their concern with the impact of jewelry also extends to the exclusive use of consciously mined colored gemstones and laboratory-created diamonds.

JULLS

OLSEN K

CRUZEIRO MINE



Having upcycling as a pillar of its identity, the brand uses only reused metals in its creations. As for the stones, they don't use just crystalline parts, as is the case in the luxury market, but also the small treasures that would normally be discarded.



JULLS



Cruzeiro
HERITAGE | Mine