

# CREDIBILITY

## STATEMENT





# SARA BENAVENTE

ALTA JOYERÍA



Sara Benavente has always been passionate about the art of adornment, a fascination that dates back to the origins of humankind. Her focus lies in jewelry, analyzing each piece through a deep emotional approach and exploring the symbolism behind its design.

With over 20 years of experience in her field, she holds a degree in Fashion Design from the Istituto Europeo di Design (Madrid and Milan), and in Gemology at the Instituto Gemológico Español (Madrid). She further refined her expertise at the Gemological Institute of America, specializing in jewelry appraisal, diamond grading, colored gemstones, and jewelry design.

Her career spans international jewelry houses, auction firms, gold investment companies, and diamond sales, experiences that have shaped a comprehensive and global understanding and vision of the jewelry industry.

A decade ago, she launched her eponymous brand with the support of a skilled team of master craftsmen and 3D designers. Together, they create certified high jewelry using noble metals and carefully selected gemstones, always in close collaboration with clients, offering a bespoke high-end jewelry service that transforms your ideas into exquisitely crafted, one-of-a-kind creations.

She views jewelry as a powerful tool for self-expression and self-discovery. Each piece transmits a message to the world and connects with to the innermost intimate self. This philosophy gives birth to a new concept: autobiographical jewels, creations that empower clients by capturing and expressing their unique essence and greatness.

Several national media outlets, such as Forbes, El País, Fuera de Serie (Expansión), Hola! Magazine, Conde Nast Traveller and Flash Moda TVE, covered her creation process.



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