When asked what he thinks is the most important attribute in every piece of jewelry, designer and founder Effy Hematian will answer emphatically: “quality”. The foundation of the Effy Collection is quality and integrity.

Effy Hematian is a world renowned jewelry designer with over three decades of experience. An electrical engineer by profession, Effy used his relocation to the United States in 1979 as impetus to re-invent his livelihood, and to create a business out of what he had always felt to be his calling, jewelry and jewelry design. Today, the Effy Collection is one of the premier jewelry collections in the world. Effy is distinguished for bringing the highest degree of fashion and innovation to the Jewelry world and his award winning designs have been enchanting consumers for generations. As Effy likes to put it, “The jewelry speaks for itself.”

With beauty comes unparalleled quality in every piece. The Effy Collection manufacturing process consists of numerous levels of quality analysis. During these stages, each detail of a piece is thoroughly examined by experts to ensure that the finished product is “flawless”. When you purchase an Effy piece, you know that you are investing in an elegant and timeless item that will truly last forever.

The Effy Collection is unmatched in value as well as beauty. By importing diamonds and gemstones straight from mines around the world and hand-setting each article of jewelry, the products are manufactured at significant cost-savings. Those great savings are passed on to customers.

We at the Effy Collection are fueled by a never-ending passion and a desire to achieve perfection. We are dedicated to bringing the most beautiful Jewelry to the fashion world and to putting a smile on the face of every Effy customer.

We hope you enjoy your Effy piece!