

## Press Release

### **Gonzague Zurstrassen Launches New Website Showcasing His Editorial Jewellery Universe**

Bangkok, Thailand: Gonzague Zurstrassen, an independent jewellery creator known for his emotionally driven, gemstone-led approach, has officially launched his new website, a refined digital space designed to reflect the quiet, intimate nature of his work.

The new site presents Gonzague Zurstrassen not as a traditional luxury retailer, but as a creator of one of a kind pieces shaped by the character and energy of each gemstone. Built as a brand and enquiry platform rather than an e-commerce store, the website invites visitors into a more personal world where jewellery is experienced as a story, not a product.

The design follows an editorial, gallery like approach, using minimal structure, generous space, and strong visual storytelling to highlight the atelier, the crafting process, and the role of gemstones at the centre of each creation. Visitors can explore collections, learn about the Bangkok based workshop, and connect directly for private enquiries.

Each element of the site reinforces the core philosophy behind the brand. Every piece begins with a gemstone chosen for its character and emotion, then sculpted by hand into a unique form.

The project was delivered in collaboration with [clear.vu](https://clear.vu) (https://clear.vu), a boutique consultancy that shares a similar philosophy. Clear Vu approaches each engagement as unique, shaping its work around the specific needs of each client rather than applying standardised solutions.

The result is a website that remains true to Gonzague Zurstrassen's identity, quiet, selective, and focused on meaningful connections rather than volume.

The website is now live and available to explore at <https://gzurstrassen.com/>