

MASTER GOLDSMITH. CREATIVE VISIONARY.

ARMAK

The designer who turned jewelry into destiny

*A lifetime of imagination.
A signature impossible
to forget.*

**Before the gold is shaped or a gemstone is
chosen, Armak begins with you.**

Your personality. Your ambition. The occasion you want to remember. For Aygun Armak, these are the foundations of a remarkable jewel. Sculptural form, expressive gemstones and a lifetime at the goldsmith's bench give each commission a distinctly personal character.

A LIFE FORGED IN DESIGN

Armak entered a master jeweler's workshop at seven. By fifteen, he had opened his own workshop and was directing a team of eight. His biographical record places his first European jewelry-design competition victory at sixteen.

At seventeen, he moved with his family to New York, balancing school with demanding jobs. Offered a full scholarship to study medicine at Columbia University, he chose to pursue the craft that had shaped his childhood.

With ten dollars and a rented bench on Canal Street, he began again. His skill, determination and understanding of clients carried him into Madison Avenue jewelry circles, private collections, royal commissions and Hollywood.



AYGUN ARMAK / DESIGNER & MASTER GOLDSMITH

JEWELRY WITH PRESENCE

"You shouldn't design a calm piece for a dynamic person," he says. That conviction became his signature: sweeping gold, dramatic gemstones, unexpected movement and commanding proportions.

His defining creations include the Wing Swept earrings, featuring 356 pavé-set diamonds totaling approximately four carats; the celebrated Half-Moon diamond earrings; Egyptian-inspired Cleopatra and Nefertiti collections; distinctive unisex gold chains; and bespoke emerald, ruby and pearl designs.

A vision without limits.

The hand of a craftsman. The imagination of a creator.

MASTERPIECES & RECOGNITION

Armak's career archive records the display of his Nefertiti Collection at The Metropolitan Museum of Art in New York, a distinguished chapter connecting his jewelry with history, culture and artistic expression.

His honors include American Designer of the Year, international diamond-design recognition from De Beers, Intergold's Grand Prize for innovative gold design, pearl-design awards and European goldsmithing recognition.

STARS, FASHION & THE GLOBAL STAGE

His career materials connect his commissions, jewelry presentations and creative work with Elizabeth Taylor, Michael Jackson, Lionel Richie, Grace Jones, Liza Minnelli, Liberace, Sophia Loren and Priscilla Presley. His jewelry was modeled by celebrated figures including Cindy Crawford and Lauren Hutton.

He produced and directed a fashion presentation for the Rockefeller Women's Association of America, with Oleg Cassini participating. His jewelry also appeared in presentations connected with leading fashion houses. A bespoke crown and necklace for Miss Penthouse International brought his craftsmanship to international pageantry.

A CREATIVE FORCE BEYOND JEWELRY

Armak directed eleven music videos for Raks Music, with work encompassing writing, production and choreography, and two Off-Broadway productions in New York. He founded Hidden Society Magazine and organized international jewelry trade shows.

At his Fifth Avenue goldsmith school, he is credited with training more than 450 students, passing on the technical discipline that gives imagination a tangible form.

THE DRIVE TO KEEP CREATING

His biographical record includes acceptance for business studies at Harvard University and an invitation to chair an international advisory board. He chose to devote his time to continuous improvement, independent design and new creative projects.

Through Fussini, he applied actual teak wood and precious-metal detailing to luxury automobiles and motorcycles, earning international innovation honors. His explorations also include Armak Water, a gold-infused bottled-water concept, and teak furnishing designs for luxury homes.

Across every medium, his fascination remains the same: discovering what an exceptional material can become in the hands of a skilled and imaginative designer.

YOUR STORY, GIVEN FORM

Today, Armak welcomes private, made-to-order jewelry commissions and selected design projects. Each begins with a conversation about the client's vision, personal style and the meaning behind the piece.

Perhaps you have imagined a jewel for years. Perhaps you have a gemstone, a meaningful occasion or an idea you cannot yet put into words. Armak brings design judgment, technical knowledge and imagination to that starting point.

A jewel to mark an achievement. To express devotion. To carry your identity. To become part of your legacy.

"An Armak creation is a piece of Armak."

OWN A DESIGN. COMMISSION A VISION. CARRY A PIECE OF ARMAK.

Begin your private, made-to-order commission with Armak.