



RASSOULI'S
HELSINKI

Summary of LAY-Gems.

✧ *Skilled Crafting & Engraving Gem into one another* ✧

Ruby & Onyx



Nordic Treasures Gallery

Helsinki, Finland

Premium Gemstones • Fine Art • Distinguished Antiques

By Appointment for Personalized Service

Each piece tells a story • Every visit reveals new treasures • Where passion meets expertise



RASSOULI'S
HELSINKI

Where Ancient Beauty Meets Modern Elegance
Curating the World's Finest Treasures Since Our Founding

Emerald & Rubellite



Rassoulis` Collections
The philosophy which frames each design

PREFACE.....	4
INTRODUCTION.....	5
ROUGH TO CUT.....	7
THE LAY METHOD: Revolutionary Artistry.....	9
Specific STONE.....	10
BESPOKE CRAFTMANSHIP.....	11
HISTORY & FOCUS.....	12
ORIGINS.....	15
EXCEPTIONAL.....	16



RASSOULI'S
HELSINKI

PREFACE

“When two gemstones are expertly faceted and one is meticulously carved and carefully set within the larger stone, the result is a seamless union of natural beauty and masterful craftsmanship. The process involves faceting two gemstones and delicately carving one to fit precisely into the larger stone”

Ali Rassouli



RASSOULI'S
HELSINKI

INTRODUCTION



RASSOULI'S
HELSINKI

**Good design wears color*

Rassouli's Gem & Art Boutique: Where Innovation Meets Timeless Elegance. Helsinki's Hidden Treasure of Exceptional Craftsmanship. In the heart of Helsinki lies a destination that transcends the ordinary realm of luxury retail Rassouli's Gem & Art Boutique, a distinguished establishment where the world's most exquisite gemstones, refined antiques, and exceptional jewelry converge in perfect harmony.

A Legacy of Excellence

Rassouli's Gem & Art Boutique has established itself as Helsinki's premier destination for discerning collectors and connoisseurs seeking both precious and semi-precious gemstones of unparalleled quality. The boutique's carefully curated selection showcases high-end antiques and jewelry pieces that tell stories spanning continents and centuries, each item selected with an expert eye for authenticity, beauty, and investment value.

Rassouli's Gem & Art Boutique's passion for timeless artistry extends beyond gemstones into the world of rare antiques and cultural treasures. The boutique carefully sources exceptional pieces from private collectors, prestigious auction rooms, international exhibitions, and select vintage boutiques around the world. Its diverse collection includes exquisite Persian, Chinese, Balkan, and Western antiques — each item chosen for its authenticity, craftsmanship, and historical significance. Every acquisition embodies the boutique's dedication to preserving beauty across civilizations and presenting art that connects past and present in perfect harmony.

A handwritten signature in black ink, appearing to read 'J. Rassouli', is centered on the page. The signature is stylized with fluid, overlapping strokes.



ROUGH TO CUT

Direct from Source: An Uncompromising Supply Chain

At Rassouli's Gem & Art Boutique, quality begins at the source. We have cultivated an exclusive network of professional suppliers spanning the globe trusted partners who either own mining operations directly or serve as primary distributors from mine to cutting facilities. This privileged access to the industry's most reputable sources ensures that every gemstone entering the boutique's collection maintains complete provenance and authenticity. By working exclusively with suppliers who control the entire journey from extraction to market distribution, Rassouli guarantees that each stone—whether a vivid Burmese ruby, a Ceylon sapphire, or an Afghan emerald arrives from origins and uncompromising quality standards. This direct relationship with mining operations and primary distributors not only ensures authenticity but also allows the boutique to offer exceptional stones that rarely reach the open market, providing clients with access to truly extraordinary specimens before they become available elsewhere.

**Good design is innovative*

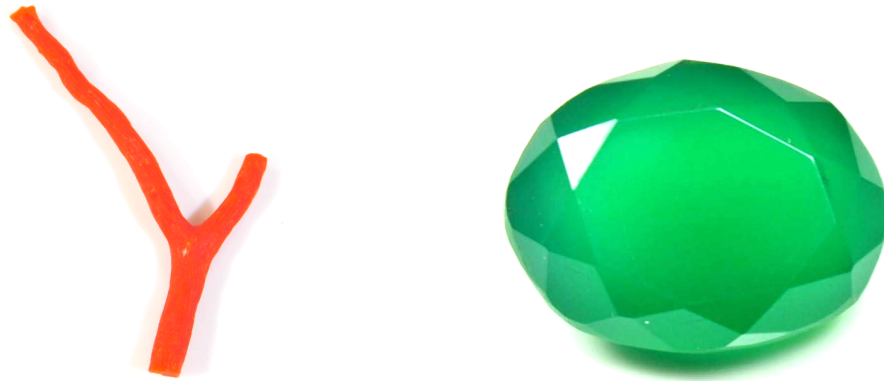
The LAY Method: Revolutionary Artistry

What truly distinguishes Rassouli's from conventional gemstone ateliers is the groundbreaking innovation of its master craftsman, Ali Rassouli. Through years of dedicated research and artistic experimentation, he has pioneered the LAY method, a revolutionary technique that represents a quantum leap in contemporary gem artistry.

The LAY method is an intricate process that combines two different precious gemstones into a singular, harmonious creation. Through meticulous cutting and engraving executed with extraordinary precision, Rassouli achieves what many considered impossible: the seamless integration of distinct gems into unified works of art. This technique demands not only technical mastery but also an intimate understanding of each stone's unique properties, crystal structure, and optical characteristics.

Each LAY creation is a testament to patience, skill, and artistic vision: a piece where emerald might dance with sapphire, or ruby embrace diamond, resulting in jewelry that exists nowhere else in the world.

*Good design give a product character



Coral & Onyx

In each creation, the union of green onyx and red coral represents a delicate balance between vitality and serenity. Every stone is carefully selected for its color harmony, size, and exceptional quality, ensuring that both materials complement one another in perfect proportion. Through a process of precise design, expert cutting, and meticulous carving, these two distinct gemstones are transformed into a single, cohesive work of art. The vivid red of the coral finds tranquility in the deep green of the onyx, a fusion that reflects nature's own dialogue between energy and elegance.

**design articulates a product's purpose without explanation*



RASSOULI'S
HELSINKI

Specific STONE

A Global Collection. The boutique houses an impressive collection that spans the globe's geological treasures. From the deep blue sapphires of Kashmir to the vivid green emeralds of Colombia, from the fiery opals of Australia to the rare alexandrites of Russia, Rassouli's inventory represents a lifetime of careful acquisition and worldwide sourcing. Each stone in this extensive collection has been personally selected for its exceptional quality, color saturation, clarity, and character.



**Design embodies beauty and elegance*

Bespoke Craftsmanship

Beyond its remarkable collection, Rassouli's specialty lies in the art of custom gem cutting and modification. Understanding that each client's vision is unique, Ali Rassouli offers personalized consultation services, transforming rough stones or existing pieces into bespoke creations that reflect individual taste and style. Whether reimagining a family heirloom or creating an entirely new masterpiece, every project receives the same meticulous attention and expert craftsmanship.

An Invitation to Discovery

For those who appreciate the intersection of geological wonder, artistic innovation, and centuries-old craftsmanship, Rassouli's Gem & Art Boutique offers more than mere retail therapy; it provides an immersive experience into the world of fine gemstones and exceptional artistry. Tradition embraces innovation, and every visit promises the possibility of discovering that one perfect piece that speaks to the soul.

Rassouli's Gem & Art Boutique, where every stone tells a story, and every creation becomes a legacy.

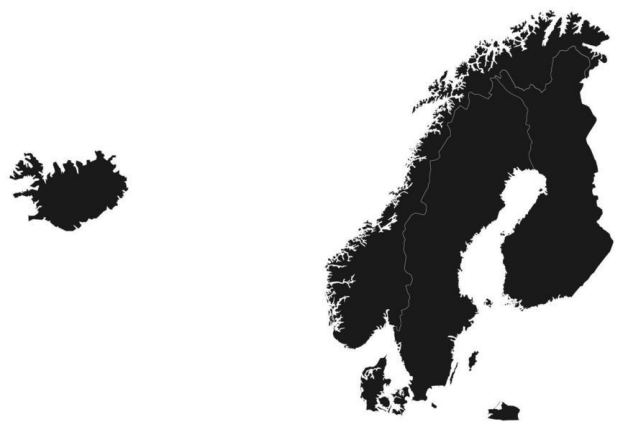
**Quality design constructs meaningful heritage*

HISTORY & FOCUS

A Journey Through Gemstone Heritage

The story of Mr. Rassouli is inseparable from the ancient legacy of Art and gemstones itself, a narrative that begins in the legendary landscapes of Afghanistan, a land whose mountains have cradled some of the world's most coveted treasures for millennia.

Afghanistan the Land of Untouched Gems, Rassouli's homeland, stands as one of the earth's most remarkable geological repositories a country whose rugged terrain conceals lapis lazuli mines that supplied the pharaohs of Egypt, emerald deposits that rival those of Colombia, and ruby veins that have remained largely untouched by modern commercial mining. Growing up in this land where gemstone trading routes date back to the ancient Silk Road, Rassouli developed an intimate connection with precious stones that transcends mere commercial interest. It is a relationship rooted in cultural heritage, where gems are not simply commodities but living testimonies to the earth's creative power and human civilization's enduring fascination with beauty.



This early immersion in Afghanistan's gemstone culture provided Rassouli with an innate understanding of stones in their natural state knowledge that cannot be taught in any institution but must be absorbed through lived experience in a land where geology and legend intertwine.

**Good design is honest*



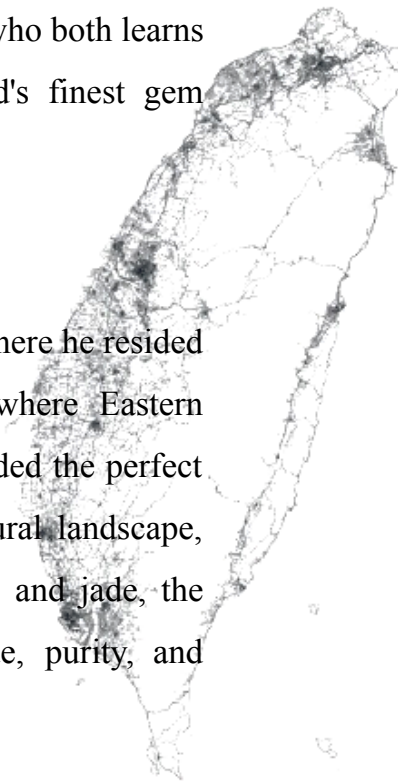
The Visionary's Dedication

Rassouli's journey from his homeland transformed him into a true admirer of Gem & Jewelry. Throughout his career, he has dedicated himself to continuous education, participating in specialized cutting courses across multiple continents and sharing his experiences at prestigious gemstone fairs throughout Europe and Asia. These educational endeavors have positioned him not merely as a craftsman but as an ambassador of beauty in colors, bridging traditional techniques with contemporary innovation.

Rassouli's presence at international fairs and educational forums has assisted him in the gemstone cutting and modifying a technique holder who both learns from and contributes to the collective wisdom of the world's finest gem artisans.

The Taipei Chapter: Where East Meets West

A significant chapter in Rassouli's odyssey unfolded in Taipei, where he resided for many transformative years. This cosmopolitan capital, where Eastern philosophies harmoniously blend with Western aesthetics, provided the perfect crucible for expanding artistic vision. In Taipei's vibrant cultural landscape, Rassouli immersed himself in the refined world of sea corals and jade, the treasure most revered in Chinese culture, symbolizing virtue, purity, and immortality.



Living in this city where ancient traditions thrive alongside cutting-edge modernity, Rassouli developed a profound appreciation for Eastern art and its distinctive approach to gemstone craftsmanship. The Chinese philosophy of working with the stone's natural character rather than imposing form upon it deeply influenced his technique. His study of jade carving, an art form perfected over five thousand years, taught him patience, reverence for material, and the subtle interplay between revelation and concealment that defines Eastern aesthetics.

This cross-cultural synthesis of Afghan heritage, Nordic precision, and Eastern artistic philosophy became the foundation upon which Rassouli would later develop his revolutionary LAY method, a technique that embodies the harmony of diverse traditions, much like Taipei itself.

A Living Legacy

Today the founder, Mr. Rassouli carries forward a legacy that spans continents and millennia. From the untouched gem fields of Afghanistan to the jade markets of Taipei, from educational forums in Europe to his boutique in Helsinki, his journey represents the timeless human quest to unlock the secrets hidden within the earth and transform them into objects of transcendent beauty. In his hands, every stone becomes a bridge between cultures, a dialogue between tradition and innovation, and a testament to the enduring power of craftsmanship refined across a lifetime of dedication.



ORIGINS

The gemstone collection at Rassouli's Boutique represents a carefully assembled treasury sourced from the world's most renowned mining regions. Afghanistan holds a place of special significance within the collection, from the legendary lapis lazuli of Badakhshan's Sar-e-Sang mines, whose deep celestial blue has been prized since ancient civilizations, to the emeralds of the Panjshir Valley, the tourmalines of Nuristan, the aquamarines of Kunar Province, and the exquisite kunzite specimens that have only recently gained international recognition.

Beyond his homeland, Rassouli's collection spans the globe: Kashmir and Sri Lankan sapphires, Colombian emeralds from Muzo, Burmese rubies and imperial jade, Brazilian Paraíba tourmalines, Australian opals, and

Russian alexandrites. This diverse inventory has been meticulously acquired through Rassouli's active participation in the world's most prestigious gemstone fairs and trade events from the Hong Kong Jewellery & Gem Fair and the Bangkok Gems & Jewelry Fair in Asia, to Europe's renowned Munich Show and Sainte-Marie-aux-Mines Mineral Fair in France. These international platforms have not only allowed Rassouli to source exceptional specimens directly from primary suppliers and mine owners but have also established his reputation within the global gem communities. Each stone in the collection arrives with complete provenance documentation, ensuring authenticity and traceability from mine to boutique.



RASSOULI'S
HELSINKI

EXCEPTIONAL

What distinguishes Rassouli in the world of fine gemstones is not merely his extensive collection or global sourcing network, but rather the extraordinary synthesis of qualities that define his approach to the craft. His exceptional eye for quality honed through a lifetime immersed in gemstone culture from Afghanistan's ancient trading traditions to Asia's modern markets, enables him to identify specimens of museum-grade caliber that others might overlook. This discernment is matched by his technical mastery: the precision required to execute the revolutionary LAY method, seamlessly uniting two distinct precious stones into a singular harmonious creation, demands a level of skill achieved by only a handful of artisans worldwide. Beyond technique, Rassouli possesses the rare ability to envision a stone's hidden potential to perceive within rough material the finished masterpiece waiting to emerge. His exceptional commitment to authenticity and provenance ensures that every piece carries not only beauty but also integrity and documented heritage. Perhaps most remarkable is the establishment role as both preserving tradition and pioneering innovation: respecting the ancient wisdom of Eastern jade carving while simultaneously pushing the boundaries of what is possible in contemporary gem artistry. This combination of cultural heritage, technical virtuosity, artistic vision, and unwavering ethical standards creates an experience that transcends ordinary luxury retail—it is the Rassouli distinction, where exceptional becomes the standard.

Rassouli's Gem & Art Boutique

Helsinki, FINLAND

By appointment for private viewings and bespoke consultations

2025

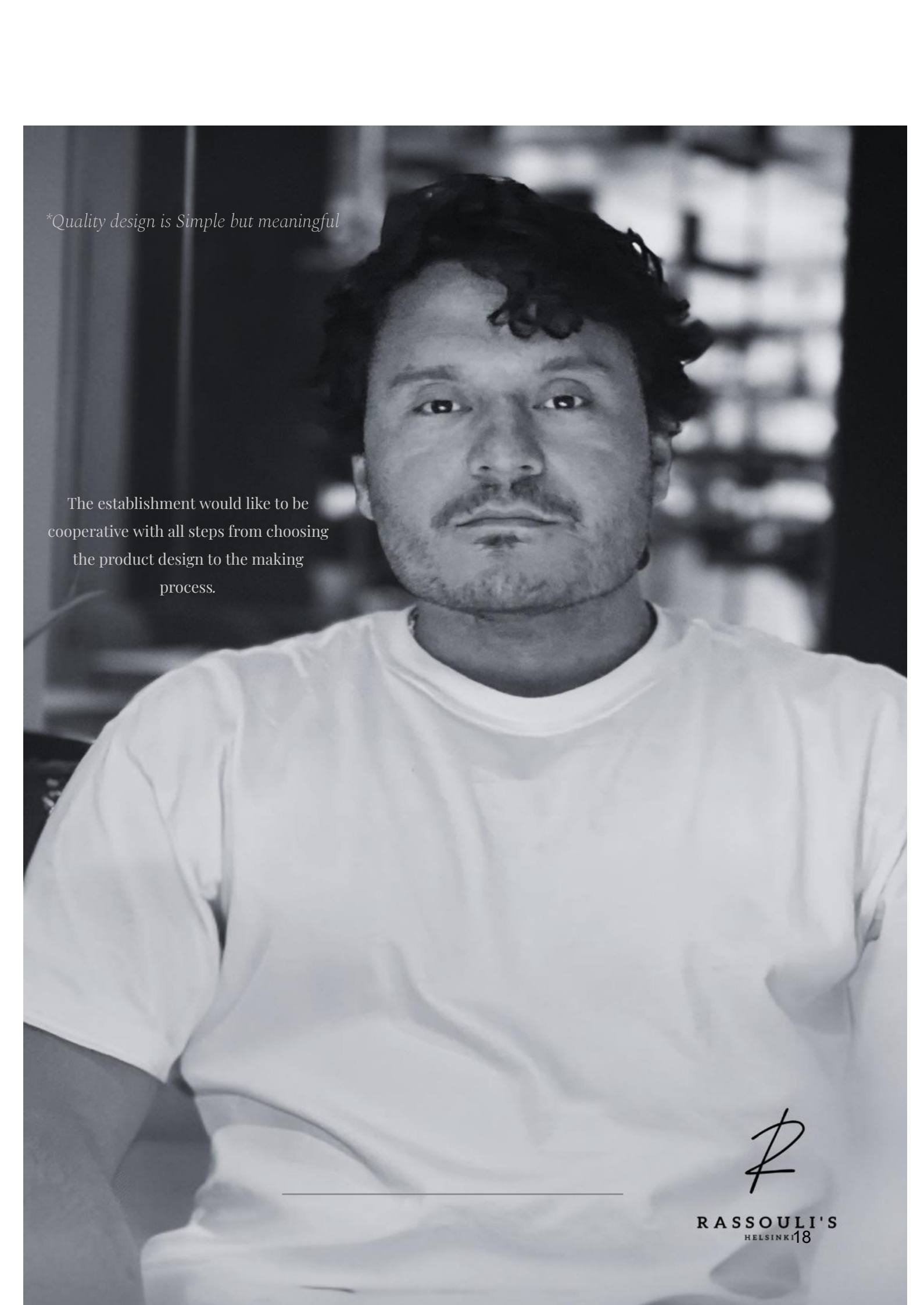
Nordic Treasures Gallery

Helsinki, Finland

Premium Gemstones • Fine Art • Distinguished Antiques

By Appointment for Personalized Service

Each piece tells a story • Every visit reveals new treasures • Where passion meets expertise



**Quality design is Simple but meaningful*

The establishment would like to be
cooperative with all steps from choosing
the product design to the making
process.



RASSOULI'S
HELSINKI18