

GEMMYO
PARIS

Gemmyo Japan K.K.

Company Description

Gemmyo is a pioneering modern jewelry maison founded in Paris in 2011 by Pauline Laigneau and Charif Debs. The brand was born out of a deeply personal experience: when the founders were searching for their own engagement ring, they found the traditional fine jewelry shopping experience to be overly formal, intimidating, and lacking in warmth. Determined to create a more welcoming, personalized, and transparent alternative, they launched Gemmyo to redefine the standards of the luxury jewelry industry.

At the core of Gemmyo's philosophy is the concept of "smart luxury." By leveraging digital tools and adopting an innovative business model, the brand operates on a strict made-to-order basis. This direct-to-consumer, zero-inventory approach allows Gemmyo to eliminate unnecessary markups and offer exceptional quality at a fair and honest price. Every piece of jewelry is 100% made in France, crafted by master artisans in highly respected workshops, ensuring that the highest standards of traditional French craftsmanship are maintained. The brand is also committed to sustainability, using 100% recycled gold and strictly sourced gemstones.

Design-wise, Gemmyo is celebrated for its elegant, contemporary aesthetics that blend sophisticated Parisian charm with everyday wearability. From beautifully customized engagement and wedding rings to vibrant gemstone earrings and necklaces, the brand caters to individuals who seek unique, meaningful pieces rather than mass-produced accessories.

Over the past decade, Gemmyo has grown rapidly from a digital-first startup into a globally recognized jeweler. While it initially focused on e-commerce, the brand has successfully expanded its physical footprint, opening highly curated, appointment-based boutiques across France and major European cities to provide an intimate offline customer experience. In a significant milestone for its international expansion, the company established its Japanese subsidiary, Gemmyo Japan Co., Ltd., in 2023. This was followed by the opening of its first-ever Asian flagship boutique in Omotesando, Tokyo, in November 2024. Today, with a dedicated team of passionate professionals, Gemmyo continues to challenge industry conventions, standing as a leading voice for a new era of authentic, modern, and accessible luxury.

Company Details

Head Office

Japan

Main Business

フランス発のモダンジュエリーメゾン「Gemmyo」のジュエリー（婚約指輪、結婚指輪、ネックレス、ピアスなど）の企画・製造および販売。実店舗とデジタルツールを融合させ、在庫を持たない完全受注生産（オーダーメイド）によるD2Cモデルを展開。

President

シャリフ・デブス（Charif Debs）※フランス本社の共同創業者兼CEO。

Established

2023年6月6日

Capital

2,000万円

Number of Employees

1 - 10

URL

<https://www.gemmyo.com/ja/>

Offices

Main Office

5-16-13 Jingumae, Shibuya-ku
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