

Local Jewelry Designer Creates for the Mind, Body and Soul

Written by Kyra Love



Diya Sen knows all too well that life doesn't always continue down the road you have paved for it. Leaving behind a MBA and more than 15 years of experience in communications and public relations, Sen decided to pursue her passion for crafting jewelry and hasn't looked back.



Sen creates her nature-inspired jewelry in a variety of mediums, using metals like copper, bronze or silver, wood, bone or fabric, and infuses her spirit and passion into each unique, handmade piece of wearable neck art. "I completely give in to my imagination and desire to sculpt things the way I want to," she says.

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Working from her home studio, Sen is constantly adding to her collection and also creates customized pieces for the mind, body and soul by inserting characteristics of one's personality into each Jewelry by RuHH creation.

The name of Sen's business, Jewelry by RuHH, is a reflection of her mantra for life, especially when it comes to her business and role as a full-time mom. RuHH means "the soul" in Persian and struck a chord with Sen as she knows that the soul is necessary in anything you pursue—a lesson she has passed onto her children, Ruhita and Ruhaan.

The signature of Jewelry by RuHH is the asymmetry of the pieces, meaning that they have no set rules or patterns. Sen says she uses asymmetry because "there is nothing symmetrical in nature" which makes each thing individual and even more beautiful. When a piece is completed, an organic symmetry becomes apparent which helps give each piece its own style.

With creations ranging from abstract to tribal, it is easy to see why Sen believes that each RuHH creation is destined to find its rightful owner. There are many reasons why Sen loves what she does, but she says "fusing the impossible into a possibility" with her own designs is what she loves the most. To view Sen's collection for yourself, you can visit JewelrybyRuHH.com.