



Soulful design, a celebration of individuality

More than a jewellery brand, ZAZA&LILI is the story of determination and a sense of freedom. It is also a celebration of the founder's twin daughters – and any woman who wants to express her individuality.

By Malin Norman | Photos: Zelli of Sweden AB

After 20 years as an agent in travel retail for various brands, Madeleine Jarl started her own jewellery brand in 2015. "With ZAZA&LILI, I wanted to share more than just a jewellery collection," says the founder and managing director. "I wanted to share a part of my story."

Inspired by her twin daughters, Kenza and Ellin, and her past experience as a competitive springboard diver and an international fashion model, the brand embodies love, perseverance and the strength of going your own way. Madeleine is certainly not your typical entrepreneur; self-taught, learning by doing every step of the way, she has set her own path and built her brand from a deeply rooted passion.



Madeleine Jarl, founder and managing director.

ZAZA&LILI is not just about designing jewellery; it is about blending beauty and intention. "The brand is a personal journey, inspired by my daughters and shaped by the support of so many people on the way – people who believe in what we're building," reflects Madeleine. "It's also about staying true to what really matters, even when things don't go according to plan."

Scandinavian simplicity, Parisian flair

The Swedish entrepreneur moved to Paris at age 19 and worked as a model for ten years, for iconic fashion brands such as Dior and Lancôme. Later, in 1995, she set up her own agency in travel retail and inflight services – products sold onboard airlines for instance, which has clearly inspired her business acumen and creative expression. Instead of selling other designers' creations, she eventually decided to set up her own jewellery business.

"I'm Swedish by origin but French at heart," she says. "My creativity feeds on cultural contrasts: Scandinavian minimalism, discretion and clean lines, mixed with Parisian elegance and femininity, and a dash of what I happened to encounter during my travels around the world as a model. I've always been curious about new cultures, and I believe it gives the designs that something a little bit extra."

An international brand already from the outset, ZAZA&LILI is available onboard numerous airlines and in the web shop. "As I had long-established contacts in travel retail, through my own agency, it was only natural that this became the main sales channel for the brand," explains the founder. The designs are also customised for inflight consumers with adjustable rings, extendable necklaces and so on, which means that the range of jewellery is suitable for a wide audience.

Always looking for innovative ways to make luxury and beauty both accessible and ethical, Madeleine set up another brand in 2015. After a few successful years with ZAZA&LILI, she decided to create a new collection with minimalist jewellery for the modern man. Airlines had repeatedly asked her about jewellery for the male segment and MÅN, meaning men, was launched just after the pandemic.



Praised business leader and World Champion

The journey has been a successful one with ZAZA&LILI often highlighted in the press, including named Jewellery of the Year 2025 – Sweden in LUXlife Magazine and mentioned as one of 10 Best Companies to Watch in *The CEO Viewpoint* as well as in *The CEO Vision*. Also, MÅN has received numerous awards, including Best Men's Bracelet Brand – Scandinavia at LUX Global Excellence Awards.

But the entrepreneur herself has also been acknowledged, for instance as one of the five Most Pioneering Business Leaders to Watch in *The Inc Magazine*. And she has been featured as a top inspirational leader by *The Executive Lens*.

"This recognition means a great deal to me and reflects a journey shaped by creativity, dedication and the people who inspire me every day," she says.

Not only is Madeleine an inspirational entrepreneur; she is also a World Champion springboard diver in the Masters category. "As a child, I loved standing on the edge of the diving board, ready to take a step into the unknown. Competing on a high level internationally, already at a young age, helped me develop discipline and courage – and to overcome my fears. This has also helped me in my businesses."

At the age of 50, Madeleine decided to take up competing again, and that too proved a fruitful decision: impressively, she became a World Champion in 2019. "If my story can encourage just one person to follow their own idea or dream, then all this feels even more worthwhile. It's never too late to pursue your dreams, whatever people might think," Madeleine says with a smile, and adds; "I'm just getting started."

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