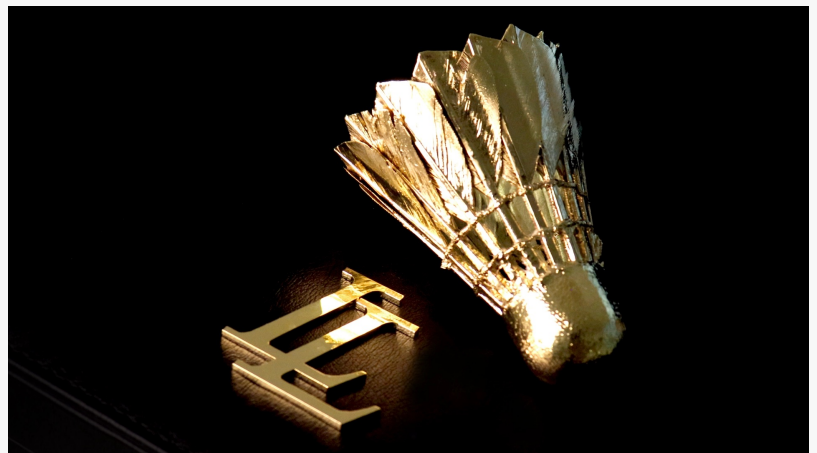


# Leronza Unveils World's First 24K Gold Badminton Set Worth \$27,000

*Dubai luxury brand Leronza showcases groundbreaking \$27,000 non-conductive badminton racket and shuttlecock in 24K gold, crafted by Manish Pratap Manshani.*

DUBAI, UNITED ARAB EMIRATES, April 10, 2025 /EINPresswire.com/ -- In a groundbreaking revelation that is rapidly captivating the luxury and sporting worlds alike, Leronza, Dubai's premier [luxury customization brand](#), has officially unveiled the world's first and only non-conductive badminton racket and goose feather shuttlecock, uniquely crafted and plated entirely in pure 24-karat gold. Valued at an astounding \$27,000, this extraordinary set represents a bold milestone in bespoke luxury craftsmanship, designed as the ultimate status symbol to commemorate success and achievement.

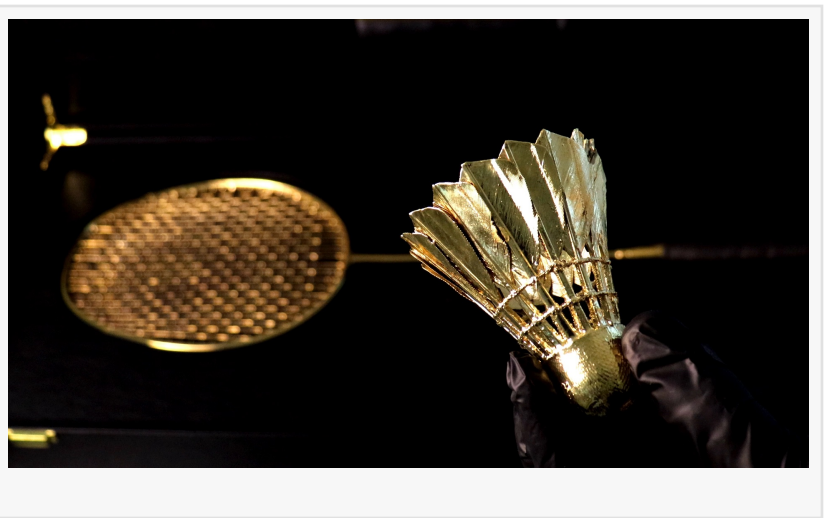


The creation, already making global headlines, is attributed to the unmatched innovation, persistence, and visionary genius of Leronza's Production and Design Director, Manish Pratap Manshani. Renowned for his remarkable creativity, Manshani has elevated Leronza's reputation to new heights, consistently pushing the boundaries of what luxury customization means in today's market.

## Innovation in Luxury: The Journey Behind the Set

The journey to creating this exclusive masterpiece was as challenging as it was inspiring. Manshani was tasked by a discerning, elite client with producing something that had never been

attempted before: a luxurious badminton set plated in genuine 24-karat gold that maintained specific non-conductive properties. Initially considered an impossible feat, the concept required an unprecedented level of innovation, design precision, and intensive research and development.



"It was an extraordinary challenge," Manshani reflected. "We had to balance pure luxury aesthetics with technical specifications that seemed incompatible. Creating a badminton racket that would remain non-conductive yet exude an unparalleled sense of opulence demanded months of detailed research, experimentation, and careful execution. It was truly a journey of craftsmanship and perseverance."

### Overcoming Unique Challenges

One of the most significant obstacles faced by Manshani's team was crafting the luxurious shuttlecock. The shuttlecock, traditionally made from carefully selected goose feathers, posed a remarkable challenge: each individual feather needed to undergo a delicate process to achieve the required properties for gold plating.

"Every single hair of each feather initially needed to be made conductive for the gold plating process, only to subsequently restore its non-conductive state," explained Manshani. "This meticulous process led us to damage and extensively test over fifty shuttlecocks before we could perfect a single flawless piece."

The painstaking effort behind this process alone took weeks of dedicated labor, precision engineering, and multiple trial-and-error phases. The team encountered numerous setbacks; yet, each setback fueled a deeper resolve, finally culminating in a flawless shuttlecock—a truly one-of-a-kind object in luxury sports memorabilia.

### A Symbol of Ultimate Achievement

Although meticulously designed for aesthetic brilliance, Manshani clarified that this luxurious badminton set is explicitly designed for showcasing success rather than practical use. "This isn't intended as a playable set," he elaborated. "It's a symbolic trophy, a powerful representation of personal or professional achievement. It serves as the perfect statement piece or prestigious gift to commemorate the pinnacle of success."

Housed in an exquisitely crafted black luxury display box, the 24-karat gold badminton set epitomizes grandeur and elegance. Every aspect of the packaging and presentation has been equally refined, carefully reflecting the extraordinary attention to detail and luxurious sophistication synonymous with Leronza's brand ethos.

## Global Reaction and Viral Fame

Since its unveiling, the badminton set has sparked worldwide admiration, quickly becoming a viral sensation across social media platforms. Enthusiasts and luxury aficionados globally have described it as "revolutionary," "an unmatched symbol of luxury," and "the ultimate gift for champions." Experts from the luxury sports memorabilia industry have hailed Manshani's creation as groundbreaking, further cementing Leronza's position as a pioneering force in bespoke luxury innovation.

A leading luxury analyst remarked, "Manish Pratap Manshani and Leronza have broken new ground in the luxury market. They have demonstrated that luxury customization can transcend limits and reach new levels of innovation. This creation isn't merely a badminton set—it's a historical marker in luxury goods."

## Leronza's Commitment to Bespoke Excellence

This milestone project underscores Leronza's unwavering dedication to excellence and innovation. Leronza's continued investment in research, creativity, and technical expertise allows the brand to stay ahead in a competitive luxury marketplace. Each custom project by Leronza is not merely a product but a carefully executed masterpiece, designed to embody and celebrate the personality and achievements of its distinguished clientele.

Manshani concluded, "At Leronza, every piece we create tells a unique story, celebrates individual achievements, and sets new standards. Our mission is not just luxury—it's to craft unforgettable symbols of prestige and success."

## Explore the Pinnacle of Luxury

The iconic [24K gold-plated badminton set](#) is now exclusively showcased and detailed at [www.leronza.com](http://www.leronza.com), alongside other breathtaking bespoke creations that continue to define modern luxury.

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