

un_wearable by guezin

jewelry basics + limited editions

un_wearable by güzin, the new and exciting jewellery label from the European metropolis and culture capital Vienna, was founded by jewellery designer Güzin Deveci-Gröhs in 2016. For Deveci-Gröhs, jewelry is a form of communication into a new world. She seeks to challenge stereotypes and poses the question; can the unwearable become wearable? Indeed all of her jewelry pieces and objects reflect this ethos, with carefully selected unusual materials crafted using traditional techniques. The perfectly balanced and innovative fusion between cultural influences and modern 3D printing technology creates jewelry that is a bold colourful statement, yet playful and seemingly weightless. The design process and production of the label is based in Vienna, while the creations are meticulously handcrafted by the designer herself.

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