

PRESS RELEASE with pictures for immediate publication

Judith Peterhoff: Perceived imperfections meet sustainable and recycled fine jewellery

London based jewellery designer Judith Peterhoff launches new sustainable and recycled fine jewellery collections inspired by perceived imperfections and soft geometry.

Brand Story:

Judith Peterhoff jewellery celebrates perceived imperfections and beauty in the human body. Just as freckles, moles and port wine stains are unique to the individual, each piece of Judith's jewellery is lovingly handmade, with no two pieces the same. Handmade using precious metals and gemstones, Judith Peterhoff creates affordable luxury jewellery.

Judith says: "I find inspiration in small things, like the freckles on our face or the beauty mark on a cheek."

Judith has always been inspired by detail, specifically in the human form. She marvels at how freckles on a face, a beauty mark on a cheek or the port wine mark on her niece's face gives that person their own unique, beautiful stamp. Her vision is to celebrate and embrace perceived imperfections, creating unique, handmade jewellery for the environmentally conscious woman.

Judith Peterhoff jewellery is shaped of organic forms with the additions of delicate clusters and textured surfaces, creating a dappled, organic aesthetic. Her pieces are delicate and dainty; fluid forms, soft geometry and circles of recycled precious metals are embellished with clusters of metal and precious gemstones and diamonds.

Our Ethics:

Saving the world in little steps: everything we do is considered, our metal is recycled and wherever possible we use fairly traded, ethically sourced materials. - Judith Peterhoff

All Judith Peterhoff jewellery has been designed and made with conscious purchasing in mind. All pieces are made to order by hand in Judith's London studio or made in small, limited numbers, reducing the unnecessary wastage traditionally seen from mass production. Any off cuts in metals are being recycled and refined to minimise the impact our business has on the world.

Judith Peterhoff uses fair trade and recycled metals whenever possible. From our gold to our boxes, we only work with suppliers and highly-skilled artisans who share our values of ethical, environmentally conscious and recycled production. Precious stones are sourced from trusted partners who guarantee their product to be from legitimate sources and are conflict free.

ENDS

www.judithpeterhoff.com

NOTES FOR THE EDITOR

ABOUT JUDITH PETERHOFF

Born and raised in Germany Judith Peterhoff studied jewellery design at the Academy of Fine Arts and Design Maastricht (MAFAD) in the Netherlands where she was encouraged to experiment, discovering her love for the curious. After graduating, Judith moved to London where she gained invaluable experience in Hatton Garden, working for some of London's top jewellers. She explored, learnt and honed her skills as a maker for six years. In early 2017, she used her expertise and creativity to launch her own jewellery brand — Judith Peterhoff. In August 2019 she graduated from the prestigious Setting Out course by the Goldsmiths' Centre launching her new collections made from recycled precious metals, doing her part to save the world in little steps by designing and making jewellery with the environment in mind.

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High resolution images available from: <https://www.judithpeterhoff.com/PressPack/>

IMAGES



Orno wide statement ring with 0.5ct old cut diamond in recycled 18ct yellow gold - £4750



Orno slice hook earrings in recycled 18ct yellow gold - £690



Orno slim wedding band stacks in recycled 18ct yellow gold - £1880 for set



Orno crescent necklace in recycled sterling silver - £140



Orno large hoop earrings in recycled sterling silver - £120



Orno open oval bangle in recycled sterling silver - £150