



Press Release



A unique touch of creativity

Shourouk designs for a contemporary and fashionable woman. Her line of jewellery and accessories are objects of desire. They offer a unique combination of refined embroideries interacting with crystal and sequins.

Handmade in a traditional way, they speak of her many sources of inspiration. Shourouk gives life to her hidden and magical fairy tale world, the woman she creates for, is romantic, glamorous and free.

Her creative vision is also a legacy she inherited from a grandmother who taught her the secrets of oriental embroideries.

Shourouk combines the Art of colour and shape, and reveals the ultra feminine side in you.

With sensual cuts and trendy lines, her artistic vision has given life to a new generation of "Couture Bijoux".

Using iridescent sequins, Swarovsky crystal, pearls and stones covered with colorful shiffon.

Reinventing the purpose of many of her accessories, her line also includes limited editions. Her key work is to create an accessory to be worn almost on a bare skin.

The designer often uses vintage pieces, found in her many visits in antic fairs. She adds them to create the piece that will close her final collection of the season.

For Shourouk, this season spring collection is all about sensuality, refinement and elegance. Her romantic influences, gathered with a strong sense of design are a promise of utter enchantment.



About Shourouk

Shourouk Rhaïem studied Graphic design, then pursued fashion studies at Studio Berçot in Paris. After working as a textile designer for some of fashion's biggest houses, such as Chloé, John Galiano and Roberto Cavalli, she decided to launch her own accessory line focussing on embroidery.

Shourouk's jewellery and accessories are now available in France : Paris, Nantes, Langon, and all around the world : Tokyo, Seoul, Hong Kong, Dubai, Jeddah, Sevilla, Turin, London, New York...

More information : www.shourouk.fr

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