



**CHAVIN**

- JEWELLERY -



Ancient memories brought to life

# THE STORY OF CHAVIN

## MODERN DESIGN MEETS MYTHOLOGY AND HUMAN RIGHTS

CHAVIN combines the spicy mythology, colours and craftsmanship of Peruvian culture with spic-and-span interpretations by modern, freethinking designers. The result is quality crafted, powerfully feminine, long-lasting jewellery. And every single bohemian piece bought makes a difference to the Peruvian people, living where the products are crafted.

Modern female consumers with strong convictions don't want to choose between ethics and aesthetics. They want both, and both are built into the very core and business model of CHAVIN. We are celebrating design and caring.

Rather than just donate, we "Do-nate". We act. We don't just give money like an afterthought, we involve ourselves actively and constantly in durable development and education. We want to take part in improving life for people in whose nature and culture we gather inspiration

and raw materials for jewellery, charged with symbolic strength. Customers will automatically become partners in Do-nating every time they buy a piece of CHAVIN jewellery.

CHAVIN is working with SOS Children's Charity, reinvesting into Peruvian families and communities. We detail our commitment and individual initiatives on our Partners page.

CHAVIN's ethical elegance springs from the ancient Peruvian civilization that it is named after. The Chavin (pronounced sha-veen) culture was highly skilled in metallurgy, producing refined precious metal work, thus laying the foundation of all later Peruvian civilisations. The pacifist Chavin culture, rich in craftsmanship and the well being of its people, represented the first widespread, recognisable artistic style in the Andes.



# DESIGN & DECENT LIFE



All of CHAVIN's jewellery is crafted in Peru by a manufacturer, committed to the strictest ethical policies, including Environmental Management Systems and Social Responsibility Programmes. 60 per cent of the workforce are women and the manufacturer provides life insurance and health checks for its employees.

Whilst we recognise that all mining operations has a certain environmental impact, we believe it is not reasonable to boycott mining altogether

as many relatively poor countries rely on raw materials to fund their future development. However, we purchase all our materials from companies with environmental certifications and proven respect of human rights. We also buy our precious stones from certified sources only, to avoid the use of stones to settle conflicts or partake in human traffic.

Our elegant packaging range is made from eco friendly materials and is recyclable.

# PARTNERS

## MAKING A DIFFERENCE FOR MOTHERS AND CHILDREN

CHAVIN's mutual connexion with Peru is not limited to the companies and employees that extract our materials and craft our fine jewellery. We have partnered with SOS Children's Charity to support its family strengthening programme in the community centre "Luz y Vida" in Lima, Peru. SOS Children's Charity is active in 132 countries and territories worldwide and supports families and communities. Our work with SOS Children will be directed to individual families in the region of our manufacturing.

CHAVIN will contribute to the final development of the SOS community centre "Luz y Vida". The family strengthening programme not only improves the economic situation of the families, but also provides

methods for working with the interpersonal situation. Common problems such as domestic violence, suppression of women or lack of basic knowledge that we take for granted in the Western world such as health topics like birth control are brought to the forefront and discussed in talks and role plays. Apart from this we shall work alongside SOS their jewellery making course in the project.

The class teaches single mothers to create commercial costume jewellery out of plastic pearls and metal filaments to help them secure a small additional income to improve the quality of life of mothers and children.



# COLLECTION

## ANTIQUITY BY ANA DE COSTA

### FREETHINKING BOHEMIAN SPIRIT MEETS POETIC PERU

The very first collection of CHAVIN jewellery is launched in September 2011. Designed by one of the UK's most talented fine jewellers, Ana De Costa, the collection "Antiquity" combines oxidised sterling silver, vermeil, black diamond and ruby with splashes of colour from the Andes.

The collection is inspired by Chavin artworks and iconography, using symbols from the rich, vibrant civilization to create contemporary jewellery. The jaguar is the Chavin deity

symbolizing strength, and De Costa lets the beast of prey rest in poetic Peruvian fabric. It is raw and it is feminine. It is quirky design playfully challenging ancient traditions of craftsmanship.

Since graduating from Central St. Martins, London, in 2005, Ana has stood out from the crowd. Her work is regularly featured in Vogue, W Magazine, Harpers Bazar and Vanity Fair. Ann De Costa has been shortlisted as Jewellery Designer of the Year, 2011.



EARRINGS



ANT-001 Small Wool Tassels  
Oxidised Silver



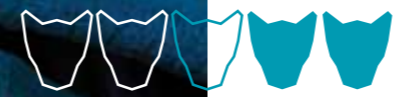
ANT-002 Large Wool Tassels  
Oxidised Silver



ANT-003 Small Wool Tassels  
18ct Rose Gold Vermeil



ANT-004 Large Wool Tassels  
18ct Rose Gold Vermeil





ANT-005 Hoop Earrings  
18ct Rose Gold Vermeil



ANT-006 Hoop Earrings  
Oxidised Silver



ANT-007 Small Jaguar Studs  
18ct Rose Gold Vermeil with Rubies



ANT-008 Small Jaguar Studs  
Oxidised Silver with Black Diamonds







ANT-009 Small Ruby Charm  
18ct Rose Gold Vermeil



ANT-010 Small Peruvian Coin Charm  
18ct Rose Gold Vermeil



ANT-011 Small Cross Charm  
18ct Rose Gold Vermeil



ANT-012 Small Black Diamond Charm  
Oxidised Silver



ANT-013 Small Peruvian Coin Charm  
18ct Rose Gold Vermeil



ANT-014 Small Cross Charm  
Oxidised Silver



ANT-015 Large Ruby Charm  
18ct Rose Gold Vermeil



ANT-016 Large Peruvian Coin Charm  
18ct Rose Gold Vermeil



ANT-017 Large Cross Charm  
18ct Rose Gold Vermeil



ANT-018 Large Black Diamond Charm  
Oxidised Silver



ANT-019 Small Peruvian Coin Charm  
Oxidised Silver



ANT-020 Large Cross Charm  
Oxidised Silver

BRACELETS



ANT-021 Large Jaguar Bangle  
18ct Rose Gold Vermeil with Rubies





ANT-022 Small Jaguar Bangle  
18ct Rose Gold Vermeil with Rubies



ANT-023 Small Jaguar Bangle  
Oxidised Silver with Black Diamonds



NECKLACES



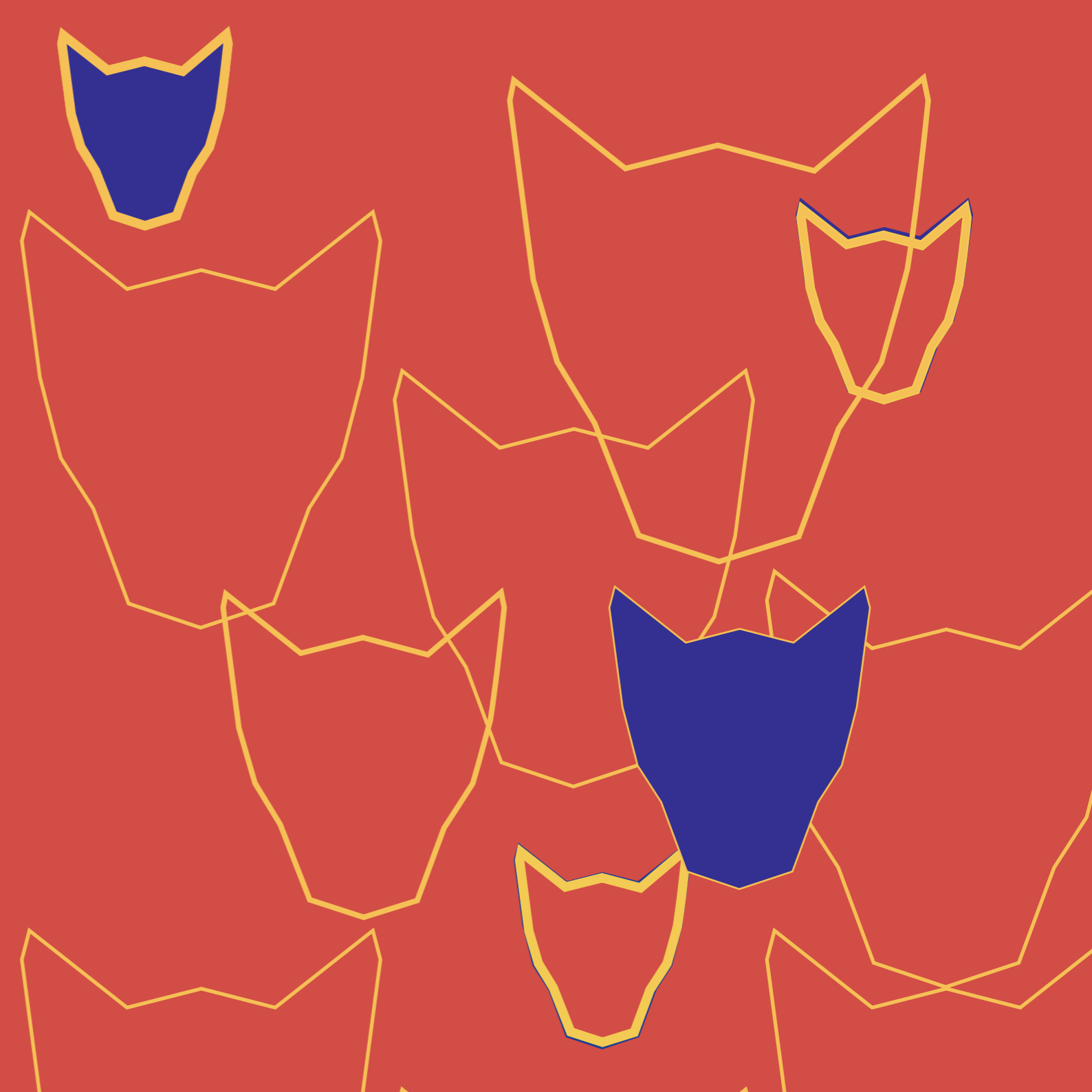
ANT-024 Large Cross Necklace  
18ct Rose Gold Vermeil



ANT-025 Large Cross Pendant  
18ct Rose Gold Vermeil with Rubies



ANT-026 Large Cross Pendant  
Oxidised Silver with Black Diamonds





ANT-027 Large Jaguar Pendant  
Oxidised Silver with Black Diamonds



ANT-028 Large Jaguar Pendant  
18ct Rose Gold Vermeil with Rubies



ANT-029 Small Jaguar Pendant  
Oxidised Silver with Black Diamonds



ANT-030 Small Jaguar Pendant  
18ct Rose Gold Vermeil with Rubies

RINGS



ANT-031 Jaguar Double Head Ring  
Oxidised Silver with Black Diamonds



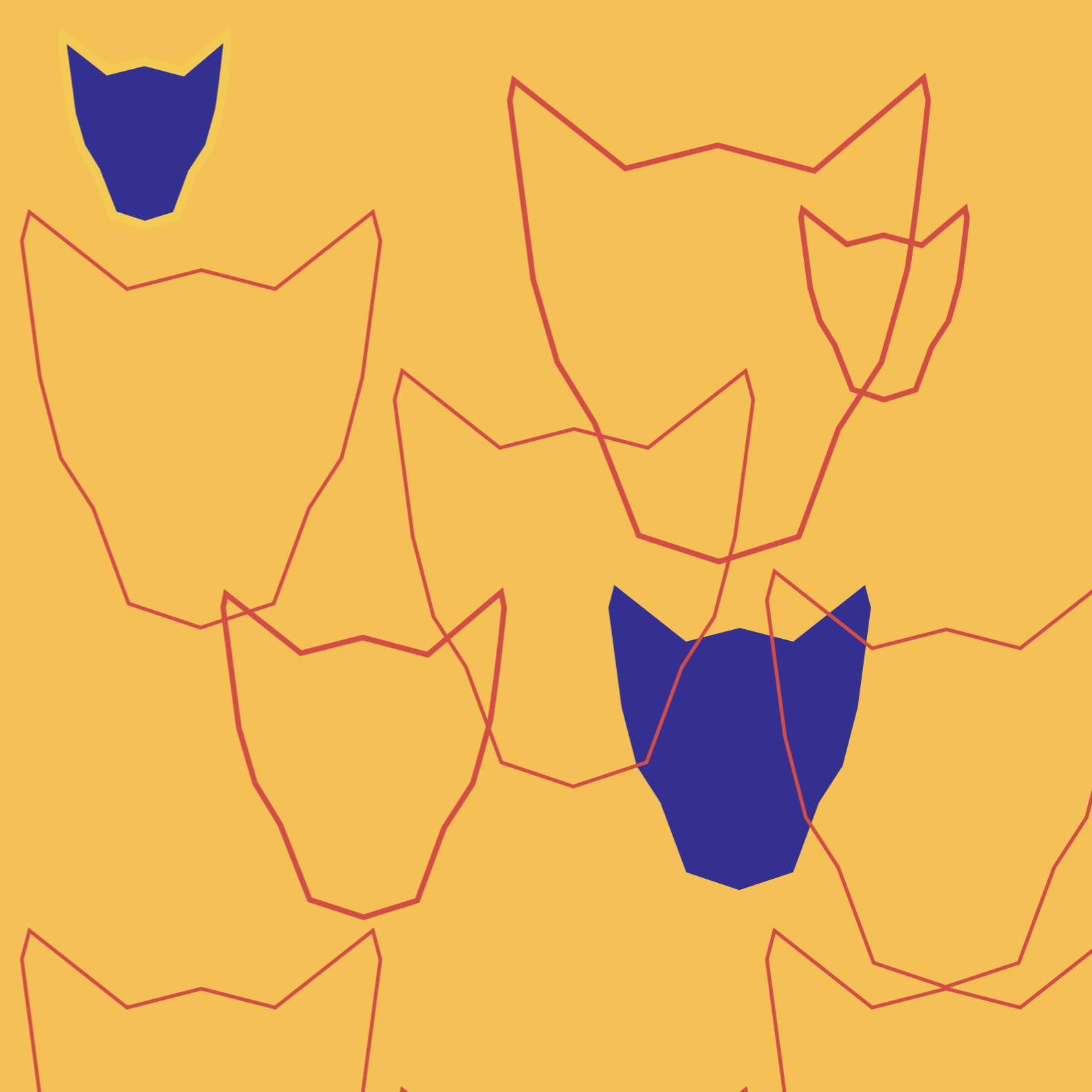
ANT-032 Jaguar Head Ring  
Oxidised Silver with Black Diamonds



ANT-033 Jaguar Double Head Ring  
18ct Rose Gold Vermeil with Rubies

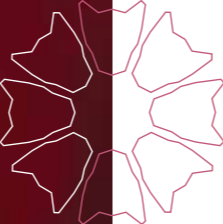


ANT-034 Jaguar Head Ring  
18ct Rose Gold Vermeil with Rubies





RINGS



ANT-035 18ct  
Rose Gold Vermeil Ring with Ruby



ANT-036  
Oxidised Silver with Black Sapphire



SIMON OGILVIE-HARRIS  
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