

Kalevala Koru launches all-new 'Nolla' jewelry series, made from Finnish biomaterial innovation

In September, Kalevala Koru takes another step towards sustainable design with the launch of its all-new 'Nolla' jewelry series, made with Finnish biomaterial. The novelty jewelry was designed in collaboration with the Finnish company Brightplus, which develops and creates sustainable biomaterials for global partners. The design is the work of goldsmith and designer Taru Harmaala Chaloff.

The inspiration, colors, and manufacturing materials for Kalevala Koru's new jewelry series come directly from nature. The Nolla jewelry series utilizes an innovative biomaterial developed by the Finnish company Brightplus, which is produced from plant-based sources such as hemp, sugarcane, and fava bean. The silver in the jewelry is 100% recycled.

The new biomaterial used in the jewelry has a plastic-like texture, all while being fully renewable and 100% developed in Finland. This means that no harmful, long-lasting microplastics are left in the environment at the end of its lifecycle. The Finnish name of the jewelry series "Nolla" means "Zero" in English.

The series includes earrings in three different colors, which will be produced in a limited quantity upon launch. The colors are also borne from nature: black from soot, blue from woad, and green from oxidised metal.

"We are constantly engaged in product development and always seek new sustainable solutions, materials, and methods. We continue to test the potential of yet-to-be-used biobased materials from different sources," says **Aino Ahlnäs**, the Creative Director of Kalevala Koru.

The Nolla jewelry series, inspired by changing nature

Like all of Kalevala Koru's products, the Nolla jewelry series is handmade at Kalevala Koru's factory in Helsinki, Finland. Goldsmith and designer **Taru Harmaala Chaloff**, the designer behind Nolla, has already designed several collections for Kalevala Koru.

"The inspiration for the Nolla jewelry series comes from Finland's endangered flowers, among which I came across the Meadow-Rue. I was drawn to the patterned lines and overlap of the blossoms. At the same time, I paused to consider the change within nature: how much disappears, and what comes in its place? Do traces of that which has disappeared remain in that which comes in its place? It felt natural and inspiring to try out new biomaterial in this jewelry series," Harmaala Chaloff explains.

"In the new Nolla jewelry series, recycled silver and environmentally friendly biomaterial are beautifully combined. It has been great to see how our operations can adapt to new experiments and how the new material can be combined with silver in the skilled hands of our goldsmiths," Aino Ahlnäs continues.

Recycled materials are also used in other Kalevala Koru products. For example, the material used in their gold jewelry is 100% recycled, and in silver jewelry, it is over 99% recycled.

Kalevala Koru has been investing in the circular economy for years. Examples include the use of recycled materials, jewelry maintenance, and the popular second-hand concept Kalevala Preloved. Kalevala Preloved jewelry—restored to like-new condition at Kalevala Koru's factory—are intriguing finds from across the decades. Kalevala Preloved jewelry can be bought and sold at Kalevala Koru's Finnish online store and in brick-and-mortar stores in Finland.

The Nolla jewelry series will be available from Kalevalashop.com and Kalevala stores in Helsinki starting September 12th. The recommended retail price for all Nolla jewellery is priced at €270 per piece.

For more information

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