



EMMA ISRAELSSON  
STOCKHOLM

## OUR STORY

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Emma Israelsson Stockholm is Scandinavian design characterised by both minimalistic and bold jewelry. Emma designs everything by hand first and uses refined gold, bronze and sterling silver to create her sustainable pieces. All her jewelry can be worn by itself or layered together, all day every day and into the night if you're going out.

The dove, a symbol of peace, has been one of her signature best-selling pieces. The Link collection was designed with both men and women in mind. This genderless collection has the Scandinavian edge that's a signature of this Swedish jewelry house.

As a business within the jewelry and fashion industry they have a great responsibility to answer to environmental and humanitarian issues. Since the start they have embraced the philosophy of giving back. 10% of their profits will always be given to charity. When you receive or purchase jewelry from Emma Israelsson Stockholm's collection, you become part of giving to someone in need. Since 2015 Emma Israelsson Stockholm has supported Nobel Peace Prize Winner Dr Denis Mukwege and his work at the Panzi Hospital in Congo through the non-profit organization PMU.

Sustainability is a lead word for the company when creating new collections. They use recycled metals and conflict free gemstones when creating their pieces. They have come a long way but there is more that can be done and they are always looking for better and more environmentally friendly ways to produce and create to become a more sustainable brand.

"I've always had a passionate desire to start a business that matters. To do what you're really good at and love, to do it with passion and hard work, while aiming for a higher cause. Exquisite designs and success is definitely a goal, but it wouldn't be worth much if we didn't have a greater goal, a goal to give back from every little success to someone in need. When we launched 2013, my first collection was called PS23. This beautiful psalm gives us promises of blessings and protection and encourages us to remember who the true and everlasting Shepherd is. I carry the psalm through all my work. An everlasting love, guidance and inspiration."

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