



N U R N E I

BRAND PRESS

May 2024

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Welcome to the NURNEI Press Kit

Thank you for your interest in NURNEI. We trust that you will find the information and images listed helpful in becoming acquainted with our brand.

If you have any further questions, please don't hesitate to get in touch.

With gratitude,

Noor

Noor | Founder & Creative Director



ABOUT US

Founded in 2019 by British Palestinian designer Noor Neiroukh, NURNEI (a combination of her first and last name) is the independent jewellery brand that focuses on ethically produced jewellery using the ancient method of lost wax casting.

Bringing together elements from her professional career from precious minerals and metals to shells, and her personal journey of research into the history of her homeland, NURNEI is a culmination of all things Noor. From her love of science, nature and the environment, to her Palestinian identity and ancient history.

Surrounded by views of the Mediterranean and mountains, Noor continues to be inspired by nature's colour palette, textures and organic shapes creating contemporary yet timeless jewellery. Adopting the local slow pace of life, Noor aligns herself with the slow jewellery movement and designs and creates jewellery when truly inspired.

Home of NURNEI, the coastal city of Kavala has played a key role in shaping NURNEI. From being a small slow paced city with scenic views and nature, to its historical significance. Kavala has been the source of inspiration throughout the brand's story and aesthetic.



THE DESIGNER



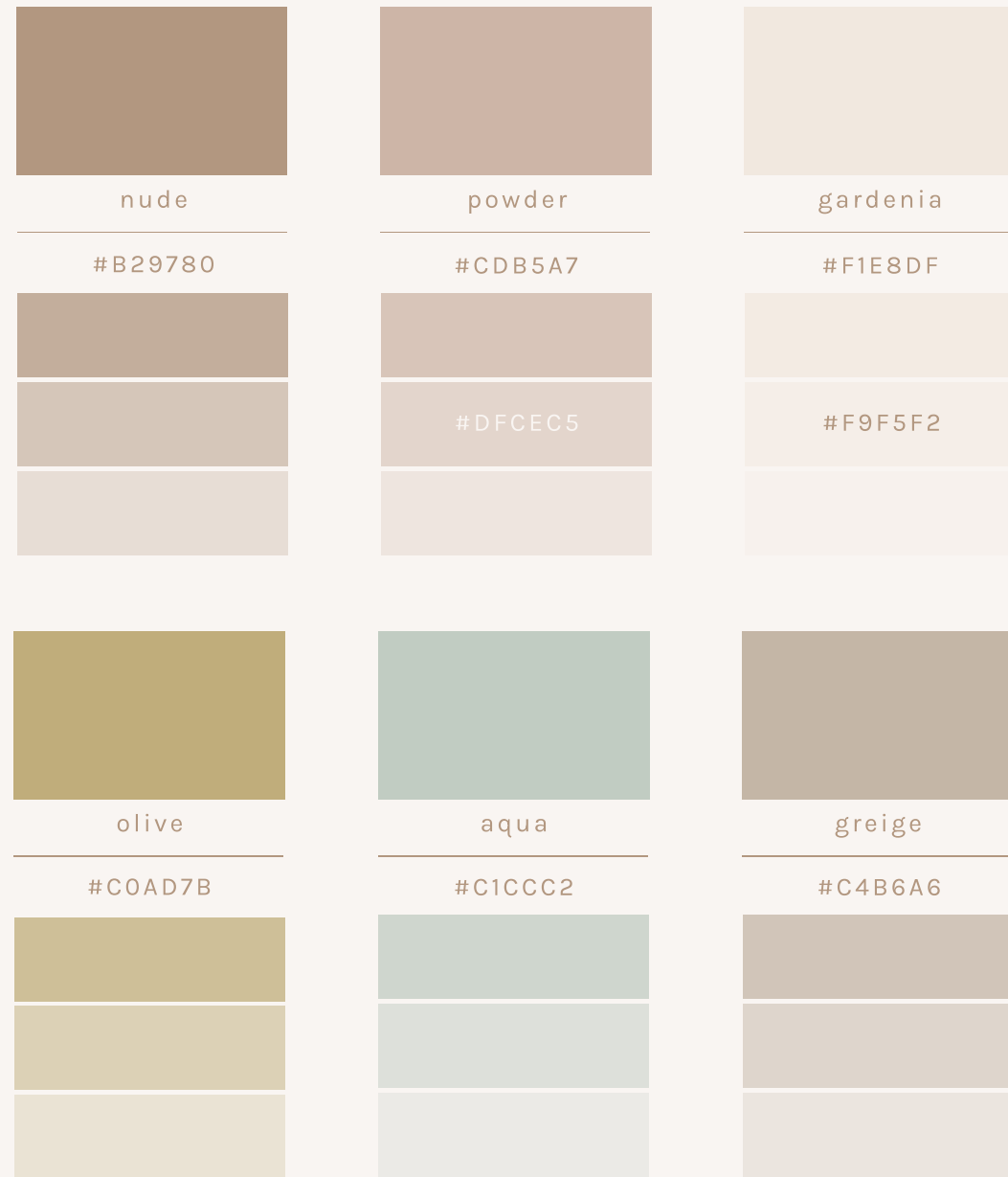
Noor was born and raised in London and is originally of Palestinian descent. Having spent early childhood years in East Jerusalem, Palestine, Noor forged a deep connection to her homeland, nurtured by cherished memories.

During her later childhood, Noor lived opposite Epping Forest in London, where her fascination with nature first blossomed. She channeled this into her artistic pursuits, particularly in art and photography, capturing the intricate details and textures inherent in nature's design.

Academically, her profound interest in the natural sciences led Noor to pursue a Bachelor's degree in Geology. During her undergraduate studies, she delved into the fascinating world of precious stones through courses in Mineralogy, which encompassed the study of crystal structures and mineral properties. This introduction marked Noor's first venture into the realm of precious stones, metals and jewellery. Noor furthered her scientific education by earning a Master's degree in Geochemistry. During this phase, her focus shifted towards the impact of climate change on marine bivalve mineralisation.

Upon embarking on a new chapter in her life in Greece, driven by her aspirations in scientific research, Noor serendipitously stumbled upon an artisanal jewellery workshop. Here, she immersed herself in the art and craftsmanship of jewellery making. This encounter would eventually shape her unique path into the world of jewellery.

BRANDING



FONTS CORMORANT GARAMOND LIGHT
Karla

Our colour palette is inspired by the soft, warm hues found in nature, evoking emotions such as a sense of calm and serenity. Our visuals align with our branding to communicate the essence of tranquility and the natural world.





“ Nature is the main source of my inspiration both subject wise and physically the pace in which natural processes occur, mirroring the notion that good things take time. ”

- Noor

FOUNDER & CREATIVE DIRECTOR

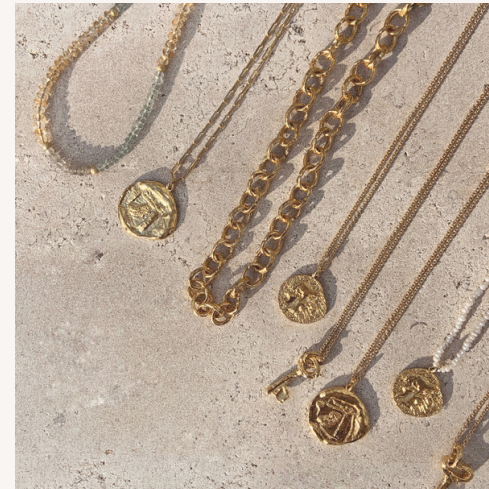
NOTABLE COLLECTIONS



COIN COLLECTION

The Debut Collection

What was once a keepsake given to her by her father, later became a source of inspiration. As a Palestinian in diaspora, there are few ways to physically attach to a homeland out of reach, for Noor that's what made these coins minted 'Palestine' sentimental. Knowing others could relate, Noor curated a collection with these coins drawing from traditional coin jewellery but with a contemporary twist. With the intention of supporting artisans in Palestine and a centuries old craft, Noor designed the Mother of Pearl Map Pendant. Hand cut and engraved Palestine by artisanal craftsmen, this special piece is made in Bethlehem.



PHILISTIA

An Ode to Ancient Palestine

Intrigued by the concept that history is stamped in coins, Noor began a journey into the history of her homeland, uncovering archives of coins from Ancient Palestine. With newfound resources providing endless inspiration, Noor attempts to retell a forgotten history by reviving ancient coins in the form of jewellery. Philistia features a selection of the earliest coins from Persian period to the Greek and Roman era of Palestine, releasing each coin alongside its history. Also featured in this collection are symbols of significance to the Palestinian plight including the key of return, symbolic of loss and hope, and the olive leaf that reflects the deep roots and connection to the motherland.



SPECIAL COLLECTION

Where Function Meets Jewellery

Naturally, Noor draws inspiration from various aspects of her life. Her Islamic faith would be no exception. As a child she recalls her maternal grandmother's prayer bead chain which consisted of 99 pearls. With the intention of creating something that could also be used as a prayer beads, Noor reimaged the classic pearl necklace into a contemporary functional design. Each design intentionally features 33 pearls and a hand carved toggle clasp for ease of wear whilst complimenting the different types of pearls used.

OUR COLLABORATIONS

For our first collaboration, we launched in the UAE with two exclusive designs for The St. Regis Spa at St. Regis Saadiyat Island. These exclusive designs along with a selection of our jewellery were on display in The St. Regis Spa earlier this year. The collection is available to shop online.

The UAE is recognised for its biodiversity of marine species and remarkable variety of seashells found along its coastlines, so innately Noor was inspired to create designs that reflect this local natural beauty.



NURNEI



THE ST REGIS SPA



ST REGIS
SAADIYAT ISLAND • ABU DHABI



After researching native species and collecting some shells from Saadiyat Island, Noor created moulds from selected shells and cast them in silver back in the Kavala workshop in Greece.

NURNEI

@ The


STREGIS
SPA



DIGITAL PRESS I


GRAZIA ME

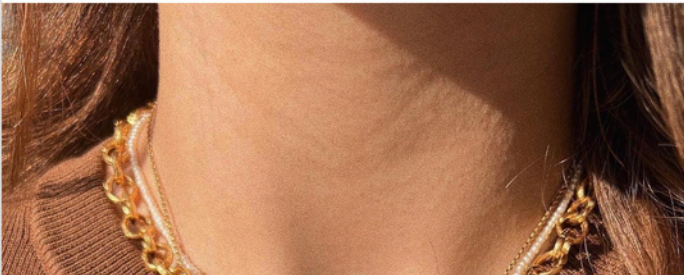
CULTURE | FASHION | PALESTINIAN BRANDS


By Esra Harb

5 PALESTINIAN BRANDS TO SUPPORT NOW AND FOREVER
A wardrobe made in Palestine.

NURNEI


 **nurnei**
Kavála, Greece [View profile](#)




AMALIAH

In Conversation With Sustainable Jewellery Brand NURNEI: “Environmental Impacts of Overproduction Are Changing the Way We Think and Produce”

BY JENAN ASHI IN LIFESTYLE ON 13TH APRIL, 2023






BURO.

BURO LOVES, JEWELLERY AND WATCHES

#BUROLOVES: ‘NURNEI’, THE EXQUISITE JEWELRY BRAND CRAFTED BY BRITISH-PALESTINIAN VISIONARY NOOR NEIROUKH.

Buro picks, Buro highlights, Buro WANTS!

November 13, 2023
JESSICA BOUNNI




VOGUE


NOVEMBER 30, 2023 ثقافة

علامة “نورني” تصمم مجوهرات حصرية بمناسبة اليوم الوطني لدولة الإمارات العربية المتحدة

بقلم VOGUE ARABIA



علامة المجوهرات “نورني” تطلق تصاميم حصرية بمناسبة اليوم الوطني لدولة الإمارات العربية المتحدة



DIGITAL PRESS II

SAVOIR FLAIR



@NURNEI

01



Nurnei Gold Return Key Necklace
AED596 AT NURNEI

GRAZIA

AN ODE TO PALESTINE



NURNEI GOLD OWL OF ATHENA COIN NECKLACE
DHS646 [SHOP NOW](#)

Oozing creativity from every facet, we've raved about this Palestinian-owned jewellery brand before. From gold coins, to the moving "key: symbols, Nurnei brings a sense of

IN PRINT



ELLE ARABIA
JANUARY 2024




Design diaries

British Palestinian designer *Noor Neiroukh* talks sustainability, her rich heritage and *how her jewelry is able to capture both beautifully.*



KAVALA GREECE WORKSHOP

OYSTER SHELL PEARL EARRINGS

How did you get into the beautiful world of jewelry design? I've always had an amateur interest in jewelry making, often making simple jewelry by hand using freshwater pearls and semi-precious beads and antique coins for myself. However, I wanted to go deeper and learn more about silver smithing. It was soon after relocating to Greece I serendipitously came across an artisanal jewelry workshop in the heart of the old town of Kavala. Observing the art and craftsmanship of silver smithing opened my imagination to the world of jewelry making and my first design came naturally.

What was the first piece you ever created? The first piece I had cast in Kavala was the '5 Mills Coin' from the British Mandate of Palestine minted in 1939. It was from an antique coin collection I had inherited from my father; they became sentimental to me as a Palestinian in diaspora with little physical connection to my homeland where I spent my early childhood. They were the only coins in history to ever be minted 'Palestine'. I used to wear the original coin, so casting it in Sterling Silver and plating it in 24Kt Gold was symbolic for me.

Do you still have it? Yes, I have the original coin I made a mould of and the first casting! I keep this coin in my own personal collection as a memory of the beginning of my journey in jewelry.

What does Nurnei mean? I needed to come up with an original brand name, so I played with the idea of names of my favorite precious stones from Arabic and Greek but in the end, I settled on the combination of my first and



PALESTINE COIN NECKLACES



The brand is all about sustainability. How does this shine through your designs? I don't follow trends or launch new collections per season. I design when I'm inspired. I often refer to our jewelry as slow jewelry, in the sense that generally we operate on a made-to-order basis and that I design when inspiration comes naturally. Interweaving classic elements in jewelry such as pearls and coins along with organic shapes and textures enables me to create timeless designs that can be dressed up or down and worn in any season.

How does your Palestinian heritage influence your work? Which aspects of the culture do you draw upon? Palestinian heritage is very rich, from glass blowing to weaving to cross stitch to mother-of-pearl craft and much more. I always wanted to include a traditional Palestinian craft as part of our brand as well as support local Palestinian artisans. So I chose mother-of-pearl craft to complement our jewelry since it is a semi-precious material which is often featured in jewelry since the beginning of time.

You just launched in Abu Dhabi. Are there any new designs that are specific for this launch? I designed two exclusive necklaces for this launch featuring two native shells to the UAE, collected from Saadiyat beach. I'm heavily inspired by nature so this collection was no different! I took these shells back to our workshop in Kavala and had them cast in silver. Each shell is very different, reflecting the remarkable biodiversity of marine shell species in the UAE. Shells are symbolic of the sea, here I use them to reflect the connection between Emirati heritage and the tradition of fishing and pearl diving.

last name, Noor (NUR) Neiroukh (NEI). It had a ring to it and it was after all the most fitting for a brand that was to be a culmination of various elements of my life.

AS SEEN ON



LANA ALBEIK
@lana_.jpg



ROSEMIN MANJI
@roseminsworld



RIMA ZAHRAN
@rimazahran



YOUSRA ZEIN
@yusra.zein



ALEX GOLOVKOVA
@golovkova.s



UME ROMAAN
@umeromaan

S O C I A L M E D I A



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FACEBOOK
[@nurnejewellery](#)

*Follow our social media channels for behind the scenes making,
inspiration and lifestyle in Kavala.*



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