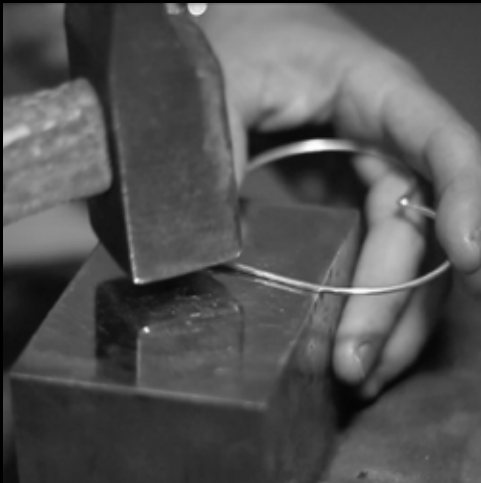


SeeMe

SeeMe



ABOUT SEEME

In his explanation of luxury, Jean-Noel Kapferer conjures images of the workshop and things that are hand-made. He also explains the height of luxury, the “griffe”, relative to the twin origins of its entomology; on one hand a sudden and forceful ignition of creative energy like a lightning strike - on the other a one-of-a-kind creation metaphorically signed by its creator.

Deep commitment to their individual training in artisan jewelry-making techniques have transformed the creator's of SeeMe jewellery on two levels. It has empowered them as modern artisans harnessing the sudden and forceful blows of their hammers and the lightening-like sparks they ignite to give shape to objects of beauty and significance. And it has simultaneously helped to emancipate them as women, providing a means of independence and a sustainable way up and out of situations of domestic violence.

At SeeMe we see a simple correlation between Kapferer's lessons in the meaning of luxury and the double-alchemy manifested by these passionate and talented jewellery-makers. Luxury is about the promise of transformation and ascension. Items of luxury symbolise that promise. In the case of the SeeMe collection, items of luxury are also the tangible evidence of that promise. In precious metals and minerals and in the hands and hearts of the women who bring them to life.

DON'T JUST LOOK AT ME - USE ALL YOUR SENSES

The SeeMe collection is not about charity. Sustainable practices are a natural projection of our belief in what the concept of luxury should always signify. The magical potential of symbolic transformation as well as the potent inspiration of actual human transformation.

When a woman wears SeeMe, her unique individual spirit becomes an expressive accelerant - fuelling a flame first ignited by the sparks our jeweller's hammer. Conceived in the heart, made by hand, and worn on the body, SeeMe jewellery is also a celebration of the senses. Warm metals, smooth polishes, natural lines and delicate textures....

Don't just look, use all your senses.



don't look at me



Items shown from the Fine Jewellery Collection

see into my heart



don't wait for the words



Items shown from the Wrought Rhodium Collection

listen close to my heart



don't just talk to me



Items shown from the Five-Ring Set

speak from the heart



don't reach for me

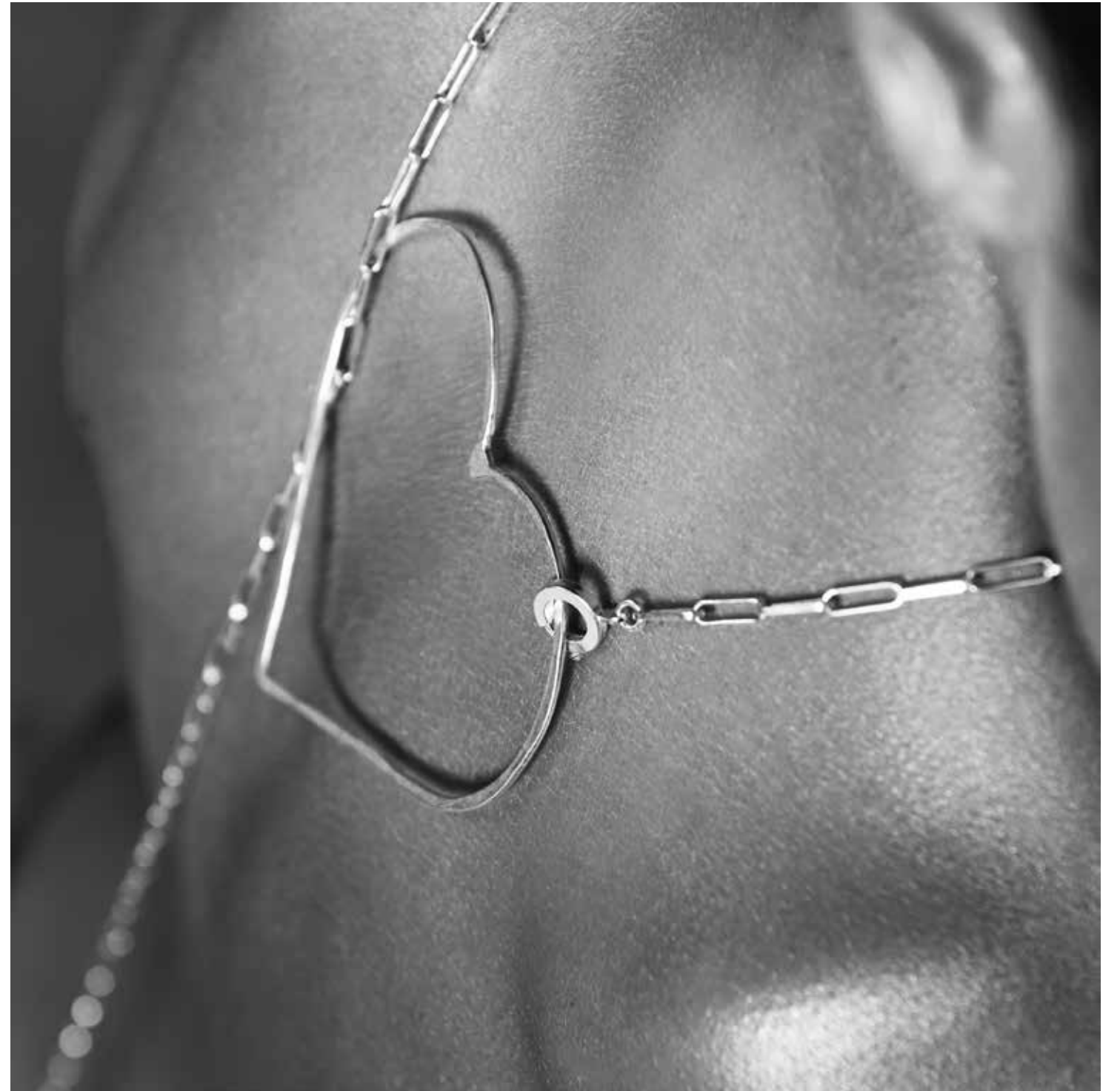


Items shown from the Bracelets Collection

reach for my heart



don't get my attention

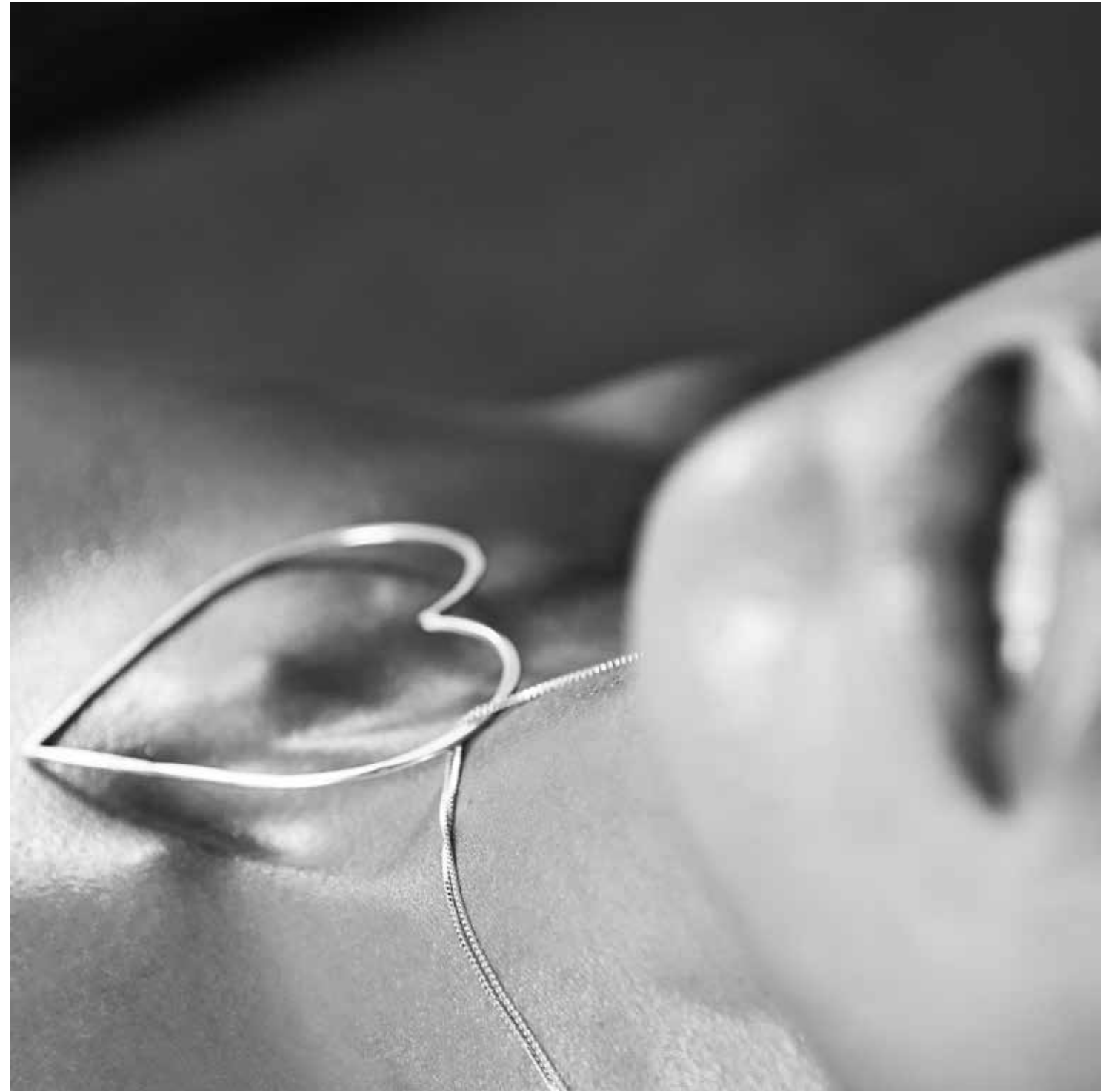


Items shown from the Rock Collection

get my spine to tingle



don't misunderstand



Items shown from the Classic Collection

if words seem to catch in my throat

www.seeme.org

photographed by melody liefink
concept and art direction by energy plan creative