**Shani Jacobi brand profile**

For fashion-forward women across the globe, the Shani Jacobi brand has become synonymous with innovative design, graphic statement pieces and effortless everyday elegance.

Designed to appeal to women in all walks of life looking for trendy, edgy and unique items, the Shani Jacobi line includes classic pendant necklaces, traditional earrings, ear climbers, ear cuffs, cartilage earrings, traditional rings, knuckle rings, and bracelets ranging from statement cuffs to delicate charms. The brand is especially well-known amongst fashionistas for spearheading the ear jacket trend with its stunning sun earrings.

Materials used heavily in the Shani Jacobi line include brass, silver and 24 K gold plating. Known for playful material mixing, the designer also loves to incorporate leather, veneer, Perspex, pearls, crystals, Swarovski stones, and even wood and pipes for unexpected touches that simply can’t be found anywhere else.

Inspired by the peaceful natural beauty of her upbringing in Kibbutz Nir David in Northern Israel as well as the clean lines, geometric shapes and electric energy of Tel Aviv, the jewelry runs the gamut from glam rock and festival style to quiet luxury and refined layering pieces.