

MUJUS

PRESS KIT



ABOUT THE COMPANY

Designed at the Brooklyn Fashion + Design Accelerator in Brooklyn and brought to life by artisans in Peru and Ecuador, MUJUS designs are a fresh interpretation of artisanal craftsmanship. The designer, Paola, creates contemporary jewelry using indigenous materials and following fair trade practices. Each piece is a reflection of her Peruvian-American soul and celebrates each country's cultural heritage.

NEW BEGINNINGS COLLECTION

MUJUS announces the release of its new collection: New Beginnings. This collection of MUJUS jewelry features experimentally proportioned pieces, combining monochromes, gold tones and vivid hues. The collection is characterized by skilled handicraft, forming architectural shapes that exude refined sophistication. Look for unusual materials, from seeds and wood to horn and resin, used with exquisite metals in gold and silver leaf. This jewelry edit captures maximalist creativity.

PR INQUIRIES:

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LA PERLA BLANCA NECKLACE

Luxurious in feel and fabulous in sight. Inspired by simple, but elegant, outfits that require a strong piece of jewelry to uplift them.

La Perla Negra mixes 24KT gold gilded vegetable ivory with highly polished whole Amazonian tagua seeds that are hand picked for this opulent necklace. Pair this piece with your regular business attire or a gala event outfit, and be the talk of the town.



DREAMER EARRINGS

Architecturally inspired shapes, reminiscent of the art deco days. These fashionably symmetric earrings are not only fun but also stylish.

The dreamers are effortless to wear, and easy on the eyes. Their elongated yet light physique speaks to the fashion goddess in you, making them a truly dream-like accessory.

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THE DESIGNER

Hello, I am Paola, the designer of MUJUS. I started my journey with this wonderful business in 2011, after working for four years as an investment banker for Goldman Sachs with the deep desire to find my real calling in life.

Back then, I used to believe that I wanted to be a power banker for the rest of my life. After all, growing up in Peru during the 80's, when the country was deeply affected by terrorism and facing 40% unemployment rates, meant that a career being "creative" was not even part of the conversation.

Because of my background, my career of choice was deeply motivated by the income I could generate, so I became a banker. I worked endless hours and learn a lot but after four years of it and inspired by reading the book "eat, pray, love" I decided to push aside my fear of uncertainty and pack my yoga pants to move back home to Peru to find myself.

While there, I allowed myself to explore my creative side again and started making jewelry, something that I used to do as a child, and I felt in love with it all over again. This was the birth of MUJUS, a word that means "seeds" in an ancient language from Peru.

MUJUS's journey has been my journey. This is why today, four years later, it is no longer MUJUS as created by Paola Delgado but Paola Delgado as it was shaped by building this Company. Through building a fair trade business and touching the life of others, I have changed my value system and learned to listen to what is really important to me in life.

Each piece of jewelry is authentic to my own soul. The colors, materials and finishes of each piece of jewelry is decided by me and I want to share with you the thing that makes it the most special: how it makes you feel when you wear it.

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