



# ELVETIA

## About

ELVETIA is bringing the real treasures of Switzerland to light. With a lot of care and passion, our local crystal hunters are looking for unique Swiss gemstones from the beautiful Swiss mountains. Timeless jewelry and art is what we make out of these gems.

Made in Switzerland, of course.

## Our vision

ELVETIA is a Swiss label, founded and managed by Zurich native Jelena Brkic. She is fascinated by the passion of crystal hunters and the talented goldsmiths, grinders and all kinds of traditional handicrafts, who exercise their expertise with an astonishing attention to detail.

With ELVETIA, Jelena wants to build bridges between experienced talents and those, who are discovering the old craft for themselves.

**Since we love Switzerland and our mountains, everything is produced right here in Switzerland. With respect for mother nature while using real Swiss craftsmanship.**

ELVETIA is determined to restore the concepts of "Swiss Made" and "Swiss Quality" to their former grandeur.

## The future plan

The proud mother of two girls (born in 2017 and 2018) is a networker who wants more than to sell ornamental cone pendants at design markets, she wants to generate new perspectives for the future: For the rock crystal hunters, the grinders, the goldsmiths and for all other traditional artisans.

"Luxury is not defined by its material value alone, but also by what skills were needed to make that possible", she explains. She wants to preserve cultural heritage by setting up educational facilities for the next generation and by introducing the rich Swiss mountain world to the youth through school projects.

The next step on this route is to establish a foundation as well as a cooperative. "I want to reintroduce this old handicraft to the modern world, as much as possible, so that the young can also find their fulfillment in it and enjoy it."

When she talks about her visions, she smiles from ear to ear, right where her the smallest crystals are sparkling along with her eyes.

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