



V U R C H O O  
— J E W E L L E R Y —







# Studs of *hope*



Every design supports children in need  
access education around the world



# Our Story



Alex Angel-Benscher  
founder/designer

Alex launched Vurchoo in 2015 after receiving funding from the Princes Trust. Originally Alex learned his artistic talents on the streets of Essex as a graffiti artist.

After a solo trip around the world in his 20s, Alex witnessed the real misfortune that children are exposed to, simply because of where they were born. This is when the idea for Vurchoo was born.

Alex wanted to create jewellery brand where the designs last the test of time and are perfect for any wardrobe all year round, while making the world a better place.

During lockdown Alex launched the 'Studs of Hope' collection, which can now be found in over 100 stores across the UK and Europe.

We are so pleased to be able to help thousands of children into education around the world every year.



# Our Jewellery

All of our designs are inspired by children's drawings and stories from around the world, empowering them to achieve the most they can in life.

Every part of Vurchoo, from the designs, materials, packaging and general ethos, are created with ethics in mind.

Our collections are made using hypoallergenic, ethically sourced 925 silver (We are moving away from large scale recycled silver due to its unknown origins).

We believe jewellery is not seasonal and should be something cherished for years and years. This is why we offer a timeless collection with something for everyone. This means it can be the perfect gift or the guilt-free addition to your own wardrobe.

Vurchoo has gone on to win awards for our designs and ethics and more recently, asked to share our story on BBC and ITV news.



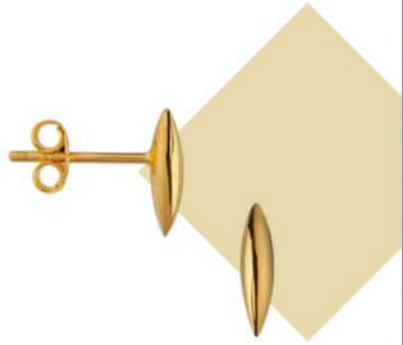
# Anita Rani

Celebrity Ambassador

When Anita purchased her own pair of earrings and volunteered to be our ambassador. I was over the moon.

We have seen Anita make Studs of Hope part of her daily essentials and often notice them on BBC Country file and Radio 2 but also show them off on the red carpet.

Over the last few weeks, we have spotted the studs during the BAFTA Film Awards, People's Choice Awards and even during Anita's instillation as the chancellor of the University of Bradford.



# Africa

Studs of *hope*



SKU 1091  
9 x 9 mm

UGANDA

Studs of *hope*



SKU 1009  
10 x 2 mm

CAMEROON

Uganda  
SKU P1091  
18"



Rwanda  
SKU P1092  
18" Moonstone



Uganda  
SKU 1057  
5 x 12 mm





Studs of *hope*



NIGERIA

SKU 1039  
13 x 22 mm

Studs of *hope*



SOUTH SUDAN

SKU 1072  
5 mm

SKU 1071  
5 mm

Studs of *hope*



KENYA

SKU 1070  
10 mm

Studs of *hope*



KENYA

SKU 1018  
8 x 11 mm



South Africa  
SKU 1098  
6.5 x 9 mm  
Rainbow Moonstone



Studs of *hope*



GHANA

SKU 1084  
3 x 24 mm  
Malachite

SKU 1105  
3 x 24 mm  
Blue Lace Agate



GHANA

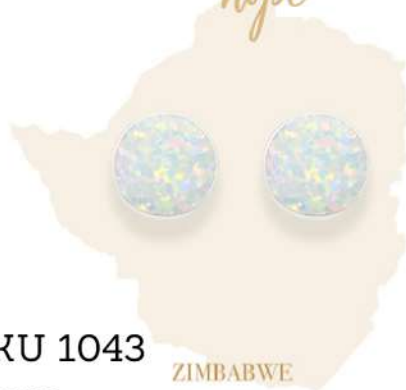
Studs of *hope*



TANZANIA

SKU 1066  
9 x 13 mm

Studs of *hope*



ZIMBABWE

SKU 1043  
5 mm  
Opalite

Studs of *hope*



SOMALIA

SKU 1049  
7 x 5 mm  
CZ



Tanzania  
SKU 1058  
20 x 31 mm



Somalia  
SKU P1078  
18"  
Enamel



Somalia  
SKU 1078  
7 x 19 mm  
Enamel



SKU 1081  
8 x 15 mm  
Onyx



Zimbabwe  
SKU P1081  
18"  
Onyx



# Latin America

Honduras  
SKU P1080  
18"



NEW



Guatemala  
SKU 1112  
11 mm  
Chalcedony



SKU 1061  
3 x 10 mm



Guatemala  
SKU 1076  
12 x 7 mm  
Rainbow CZ

Studs of hope



HONDURAS

SKU 1080  
12 x 20 mm



Honduras  
SKU 1101  
4 x 44 mm



¡Lo tengo!

¡No tengo!

¡No hija ni tebeayas!

¡No puedes Mami!

Después

SKU P1090  
18"



SKU P1106  
18"



Nicaragua  
SKU 1106  
8 x 5 mm



SKU 1090  
8 x 5 mm



Studs of *hope*



ARGENTINA

SKU 1052  
4 x 15 mm



Ecuador  
SKU 1103  
7 x 10 mm



Ecuador  
SKU 1055  
8 x 14 mm

SKU 1002  
4.5 x 15 mm  
CZ

Studs of *hope*



ARGENTINA



Trinidad  
SKU 1097  
12 x 12 mm  
CZ



Studs of *hope*



PERU

SKU 1059  
9 mm



# Asia

SKU P1017  
18"



SKU P1102  
18"



India  
SKU 1102  
14 x 18 mm



India  
SKU 1017  
14 x 18 mm



SKU P1016  
18"



SKU 1016  
7 mm

Studs of *hope*



INDIA

Studs of *hope*



BANGLADESH

SKU 1069  
16 x 23 mm

SKU P1069  
18"



Studs of *hope*



SKU 1087  
10 x 12 mm

NEPAL

SKU P1087  
18"



Studs of *hope*



SKU 1019  
5 x 12 mm  
Turquoise

NEPAL

SKU P1088  
18"



Studs of *hope*

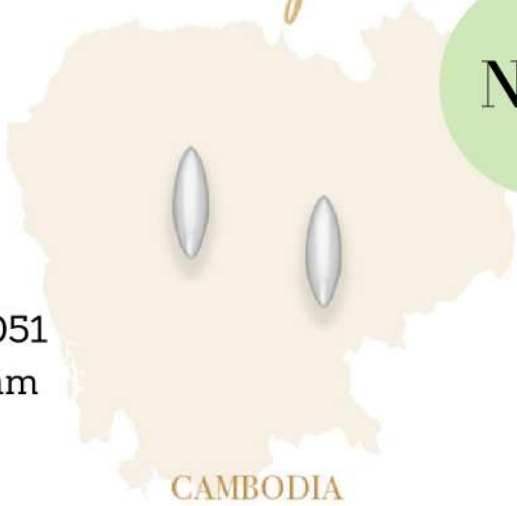


SKU 1088  
7 x 20 mm  
CAMBODIA

Studs of *hope*

NEW

SKU 1051  
2 x 7 mm



CAMBODIA



SKU 1008  
2 x 7 mm



# Europe

SKU P1083  
18"



UNITED KINGDOM

SKU 1083  
10 x 13mm

SKU P1082  
18"



SKU 1082  
10 x 13mm

**NEW**



United Kingdom  
SKU 1114  
7 x 12 mm  
Chalcedony



United Kingdom  
SKU 1115  
7 x 12 mm  
Chalcedony



**NEW**



Ireland  
SKU 1118  
2 x 20 mm

Our new Irish studs are a collab between Vurchoo and Netflix star Niamh Walsh



Ireland  
SKU 1119  
2 x 20 mm





SKU P1008  
17"

NEW

SKU P1051  
17"

New

View our newest  
designs online



# Pricing

All designs are 925 Silver with 18kt gold plate



	RRP £	Wholesale £
All Studs	40	14
Silver Necklaces	68	24
Gold Necklaces	85	30





£65

Display free with orders  
over £600

- Acrylic angled stand (holds 20 cards)
- A5 or A4 image with frame
- Hero product holder
- A7 ethics poster



£15

Ear stand

'...Studs of hope has been an absolute stand out collection for us- way over taking sales of comparable earring available in our store. I believe this is because customers love the concept that not do they get to purchase something they like, at a reasonable price but also, they get to do good in the process.

The branding and display convey this message to them, allowing them to quickly and easily understand the basic principle of how the charity side of the purchase works and what it will contribute to. Alex is at the forefront of a new style of retailing gaining the momentum not just in jewellery but across all areas. Consumers are becoming increasingly aware of ethical purchasing and I believe the hybrid mode, that Alex has helped to pioneer, with a moral compass and charitable contributions will be an increasingly popular framework that others will seek to follow.'

## Molly - Owner of Murano silver, Stamford











**FOR ALL ENQUIRIES PLEASE CONTACT US**

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