



V U R C H O O
— JEWELLERY —

Studs of *hope*

—
Give a child a chance
—

Our story



“Where ethics and style
go hand in hand.”

For every design sold, something amazing
happens to children in poverty around the
world.

Our story



Alex Angel-Benscher, founder & designer

Alex launched Vurchoo in early 2015 after receiving funding from The Princes Trust. Originally starting his artistic journey as a graffiti artist, Alex learned to draw on the streets of Essex where he grew up.

In 2009 Alex spent 14 months travelling the world on his own both volunteering and working in various countries worldwide. It was during this time that Alex experienced a 'lightbulb' moment and understood how he could realise his dream to help people through his creativity.

Alex wanted to create a brand that would make an impact on the world we live in at the same time as creating timeless pieces of desirable jewellery that are perfect for any wardrobe all year round.

The idea of Vurchoo was planted while travelling through Cambodia and seeing street children doing what they could to survive; some of them selling whatever they could, including fantastic creations they had made themselves, but without a proper outlet for them.

Our story



Melissa, 11 yrs, Guatemala

Alex wanted to find a way to use his passion for design to help them. He decided to work with schools in all corners of the globe, knowing that they all needed an extra source of income, and asked the school children to draw whatever meant the most to them. The results were fantastic, from the colours of Africa to the emotions of Asia, each one was a reflection of the child's story and the culture they were surrounded by.

For every design sold Vurchoo gives between 10-25% of profits from each sale to charities, in the UK and overseas, via their UK partner registered charity Teach a Man to Fish.

This initiative empowers not only the pupils but also helps the communities they are part of, and with your support, Vurchoo will be able to keep helping change lives for the better around the world.

Our jewellery

“Every part of Vurchoo from the designs and materials to the charitable donations and the ethos are created with ethics in mind.”

Vurchoo collections are inspired by young children's drawings from around the world. Vurchoo inspires and empowers these children to achieve great things by seeing how their drawings have been the inspiration and have been turned into timeless stunning jewellery.

All of our award-winning jewellery is created using 100% recycled silver (925, hypoallergenic) and ethically sourced gemstones as well as some lab made CZ stones.



Our unique points



STUDS: RRP £40 | Wholesale £14

SILVER PENDANTS: RRP £68 | Wholesale £24

GOLD PENDANTS: RRP £85 | Wholesale £30

CHAINS: RRP £40 | Wholesale £14

WHAT IS DIFFERENT ABOUT OUR BRAND?

- Ethics – Donation to children around the world, web orders are plastic free, ethical proactiveness from design to delivery
- Independent British brand
- Jewellery affordable to all
- Evergreen, timeless designs
- Handmade quality and well designed

AFRICA

WORK IN UGANDA

UK charity Teach A Man To Fish opened their regional office in Uganda in 2014. With growing figures of youth unemployment across the country, and pockets of low student retention rates in some regions, their programmes equip young people with the tools they need for success at school and beyond.

Their work focuses on making sure that the most marginalised young people can benefit equally from our programmes.



SKU:1057
18k Gold on plated silver
Width 5mm
Height 12mm



SKU:1091
Silver
Diameter 9mm



SKU:P1092

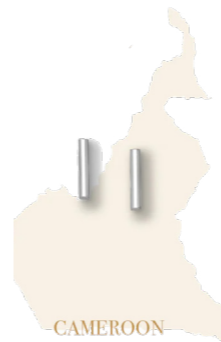
NEW



SKU:P1091

NEW

AFRICA



SKU:1009
Silver
Height 8mm
Length 9mm



SKU:1098
Silver and Rainbow Moonstone
Width 6.5mm
Height 9mm



SKU:1039
Silver
Width 13mm
Height 22mm



SKU:1071
Silver
Diameter 5mm



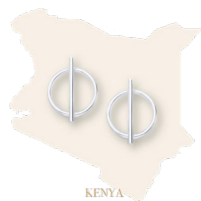
SKU:1072
18k Gold plated on silver
Diameter 5mm



SKU:1071
& 1072

AFRICA

AFRICA



SKU:1018
Silver
Width 8mm
Height 11mm



SKU:1105
Blue lace agate
Width 3mm
Height 24mm



SKU:1058
Silver
Width 20mm
Height 31mm



SKU:1043
Silver and Opalite
Height 5mm
Height 5mm



SKU:1099
Silver and Turquoise
Width 8mm
Height 9mm



SKU:1078
Silver
18k Gold plated and resin
Width 7mm
Height 19mm

NEW

SKU:P1078



SKU:1070
Silver
Width 9.5mm
Height 10mm



SKU:1084
Silver and Malachite
Width 3mm
Height 24mm



SKU:1066
Brushed silver
Width 9mm
Height 13 mm



SKU:1081
Silver and Onyx
Width 8mm
Height 15mm



SKU:P1081

NEW



SKU:1049
Silver with CZ
Width 7mm
Height 5mm

LATIN AMERICA

WORK IN GUATEMALA

In Guatemala, working closely with the Sub-Directorate of the Ministry of Education (DIGEEX) the charity is building a support for Nucleo Familiar de Desarrollo (NUFED) schools. NUFED schools provide education for young people in marginalised locations throughout Guatemala with community support. The aim is to further improve the percentages of schools that participate and run school businesses in our School Enterprise Challenge Latin America programme.



SKU:1061
Rainbow CZ stones
Width 2mm
Height 10mm



SKU:1076
Rainbow CZ stones
Width 12mm
Height 7mm

LATIN AMERICA



SKU:1002
Silver and CZ stones
Width 4.5mm
Height 11mm



SKU:1052
Silver
Width 4mm
Height 15mm



SKU:1080
Silver
Width 12mm
Height 20mm



SKU:1101
Silver
Width 4mm
Height 44mm

NEW

SKU:P1080





SKU: P1106
& P1090

LATIN AMERICA



SKU:P1106



SKU:P1090



SKU:1106
Silver
Width 8mm
Height 5mm



SKU:1090
18k Gold plated on silver
Width 8mm
Height 5mm



SKU:1097
Silver and CZ stones
Width 12mm
Height 12mm

LATIN AMERICA



SKU:1023
Silver
Diameter 10mm



SKU:1059
Silver
Diameter 9mm



SKU:1103
Silver
Width 7mm
Height 10mm



SKU:1094
Silver
Diameter 9mm



SKU:1094

ASIA

WORK IN INDIA

India has the largest youth population in the world (over 300 million) and a significant youth unemployment problem among both educated and unskilled youth. 18% of youth (15-29 years) are unemployed and not studying, and an additional 35% are trapped in a cycle of poorly-paid piece work.



SKU:1102
Silver
Width 14mm
Height 18mm

SKU:P1102

SKU:1017
18k Gold plated on silver
Width 14mm
Height 18mm

SKU:P1017

ASIA



SKU:1016
18k Gold plated on silver
Diameter 6mm



SKU:P1016



SKU:P1069



BANGLADESH

SKU:1069
Silver
Width 16mm
Height 23mm





SKU:1088

ASIA



NEW

SKU:P1088



CAMBODIA

SKU:1088
18k Gold plated silver
Width 7mm
Height 20mm



NEW

SKU:P1087



SKU:1008
18k Gold plated silver
Width 2mm
Height 7mm



NEPAL

SKU:1087
Silver
Width 10mm
Height 12mm



NEPAL

SKU:1019
Silver and Turquoise
Width 5mm
Height 12mm

EUROPE



SKU:1082
18k Gold plated
Width 10mm
Height 13mm



UNITED KINGDOM

SKU:1083
Silver
Width 10mm
Height 13mm



NEW

SKU:P1083



NEW

SKU:P1082

NECKLACES

1 2 3 4 5 6



SKUs:

1. C1005
2. C1001
3. C1003
4. C1004
5. C1006
6. C1002

3 DIFFERENT STYLE OPTIONS IN GOLD AND SILVER

3 styles of layering chains available to buy separately in both gold plate and silver. All 18 inches.

Wholesale



STUDS: RRP £40 | Wholesale £14

SILVER PENDANTS: RRP £68 | Wholesale £24

GOLD PENDANTS: RRP £85 | Wholesale £30

CHAINS: RRP £40 | Wholesale £14

We care deeply about building relationships with our retail partners. As part of our ongoing support, we give you access to our image library as well as training on how to sell our jewellery.

WHAT WE OFFER

- Flexible MOQ
- Refresh of stock every 6 months to include each stores best sellers
- Complimentary regional PR activity PR
- Ecommerce and social images provided with all orders
- Handmade and unique designs
- The ethical story that shoppers want to purchase
- Easy gifting and upsell
- Nominated for the UK Jewellery Awards 3 times and Studs of Hope was Collection of the Year 2021 by Professional Jeweller

Displays & POS



Display stand, £115



A5 Display +
Hero product holder

Angled stand, £59

Each pair of studs comes on a branded backing card.

Ear stand, £15



DISPLAY OPTIONS

We have a variety of display options and POS support available to you including A5 image display, hero product holder and angled stand.

PILLOW BOX PACKAGING

Pillow box packaging provided for free or premium boxes available on request at £1 each.

Please state if no packaging is needed.

DISPLAY STAND

The measurements of the display stand are W 32 x H 40.5 x D 7cm. Each stand holds 20 pairs of studs.

ANGLED DISPLAY STAND

The measurements of the display stand are W 25 x H 7 x D 27.5cm. Each stand holds 21 pairs of studs.

EAR DISPLAY

The measurements of the display stand are W 7.5 x H 17cm.

Testimonials

“..a beautifully designed collection with a fantastic story and sentiment making it perfect for the increasingly aware consumer who cares not only about looking good, but doing good as well.

Vurchoo are a joy to work with, offering helpful guidance through the buying process and support throughout the sales process, too. Could there be a gift more perfect than giving a child a chance and having some lovely new earrings too?”

Molly - Owner of Murano Silver, Stamford

“Alex-Angel-Benschler is a very talented young jewellery designer and his company ethos is something to be admired and supported. His work is beautiful, relevant and raises money for great causes.”

Theo Fennell



Thank you for your interest

FOR ALL ENQUIRIES PLEASE CONTACT US

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