



CHÚY

Symbols that *sell a story*

WHOLESALE LINE SHEET · 2026

Ukrainian-designed jewellery inspired by Slavic mythology. Silver-plated
ZAMAK, nickel-free. Bracelets fit 13–20 cm, rings adjustable.

Statement cuffs



TSUR II

protection · the boundary that holds

"Tsur!" — an ancient word-shield, spoken to cut away what is dark and foreign. TSUR II is a renewed form of the same word: wavy forged plates stand in a tight circle, like a palisade around the wrist, with air and light between them.

Wholesale €39

RRP €85



TRIUMF

triumph · the strength that held

Triumph is not a loud victory in the square but the quiet moment you realise: you held your ground. The ancient Slavs ringed their settlements with palisades of hewn logs — and as long as the wall stood, the clan lived.

Wholesale €34

RRP €75



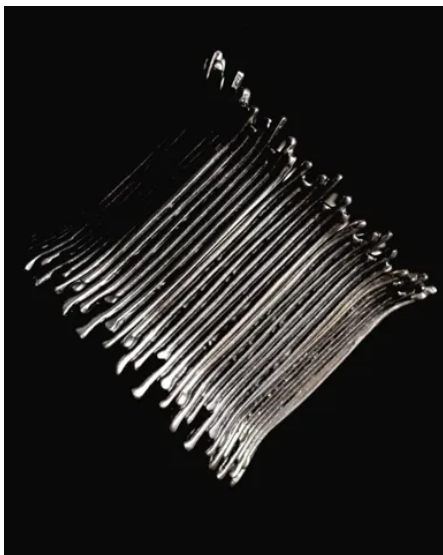
SHUM

sound · rhythm of nature

Shum is not sound. It is the frequency the forest, the river, the field speak.

Wholesale €45

RRP €99



PERELESNYK

seducer · winged fire

Perelesnyk — a winged fire that comes at night. In Slavic myth he seduced and vanished by dawn.

Wholesale €39

RRP €85



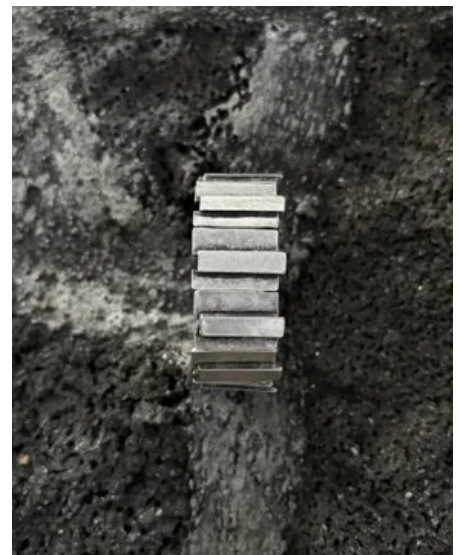
TSUR

protection · word-shield

In old rituals, "Tsur!" was a word-shield — spoken to cut away something dark or unwanted. Not a prayer — a decision.

Wholesale €39

RRP €85



KRUK

raven · memory and knowing

In Slavic belief the raven is not a bird of misfortune but a bird of memory. It outlives people, has seen what we never witnessed, and carries that knowledge in silence.

Wholesale €34

RRP €75



DANA

water · life · flow

Dana — Slavic goddess of water, rivers and life-giving moisture. The source everything grows from.

Wholesale **€34**

RRP €75



VIY

gaze · truth

Viy — a being whose eyelids reach the ground; when lifted, he sees the truth.

Wholesale **€39**

RRP €85



VELES

threshold · bridge between worlds

Veles — Slavic god of the threshold, the road, the bridge between the living and the dead, the seen and the hidden. Neither good nor evil — the one who stands at the border and sees both sides.

Wholesale **€34**

RRP €75

Fine bangles



AFIRA

lightness · clarity

Afira is the air after a storm. What remains when the heavy finally lets go: clean, quiet, clear.

Wholesale **€20**

RRP €45



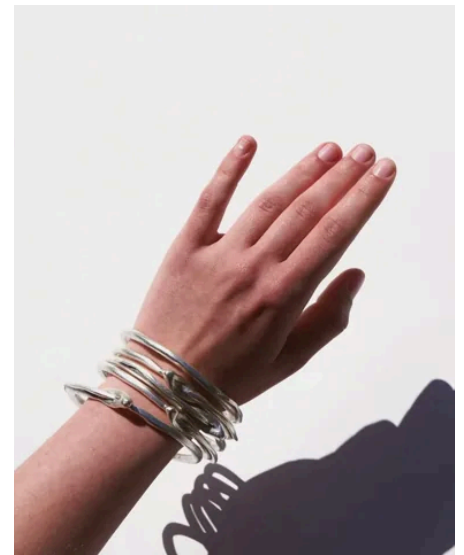
EVA

beginning · the first

Eva — the first. The one everything began with.

Wholesale **€20**

RRP €45



VERBA

willow · resilience and life

The willow is the first tree to wake in spring and the last to let go of its leaves. The Slavs planted it where water meets land, because it holds the bank and does not fear the flood.

Wholesale **€20**

RRP €45

Rings



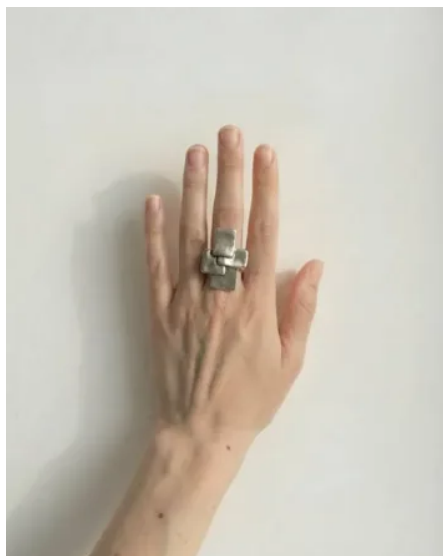
PROMIN

ray · direction

A ray is not all of the light, but a single line of it that broke through the cloud and showed the way. The Slavs believed the first morning ray carried the strength of Dazhboh and chased away all that had gathered in the night.

Wholesale €18

RRP €39



MAHURA

haze · threshold

Mahura is the haze where the new is not yet visible, but the old no longer holds. The ancients said "Mahura has fallen" when a person left who they were but had not arrived at who they would become.

Wholesale €18

RRP €39



ORIANA

dawn · the light that returns

Oriana is about the light of dawn. The light that comes quietly, without announcement, after the longest night — and simply is.

Wholesale €18

RRP €39



KHOROS

circle dance · community

Khoros is not a dance. It is bodies agreeing to move together, to hold one circle, to share a center.

Wholesale €18

RRP €39

Terms

MINIMUM ORDER	20 pieces, any mix of designs
PRICES	EUR per piece, ex-works, excluding VAT
SHIPPING	Direct from our production partner in Turkey, tracked courier; cost quoted per order
CUSTOMS	Turkey–EU customs union: no import duty with A.TR certificate; import VAT handled by the receiving company
LEAD TIME & PAYMENT	Confirmed with each order
MATERIAL	ZAMAK (zinc alloy) with galvanic silver plating, nickel-free — not solid silver

Wholesale enquiries

chuyproject@gmail.com · chuyproject.online/wholesale

Instagram @chuy__project