

The age of Pichulik

 By [Ruth Cooper](#)

11 Feb 2016

Winning countless awards and appearing on runways and in fashion shoots across the world, Pichulik bespoke jewellery is as bold, brave and unique as its creator. We grabbed some time with founder and designer Katherine-Mary Pichulik to chat about the art of creation.

■ Pichulik has become a well-loved and respected brand in a fairly short space of time. Aside from producing great product, what do you accredit this to?

Genuine brand experiences, engaging with our loyal customers in authentic ways. Constantly engaging in new projects that push our creativity and audience. Being kind, as opposed to important, throwing aside any snobbish notions that exist in the fashion industry to favour engagement, dialogue and connections.



■ *What does it mean to you to be a brave woman in this day and age?*

Speaking and walking your truth. Getting silent enough to hear your inner stirrings. I think the most outrageous thing you can do as a woman these days is to like yourself just as you are without changing. The beauty, fashion and even medical industry profit on our feelings of inadequacy. Bravery can start by a simple growing self-acceptance and self-worth that lead to self-care.

■ *You have a background in fine art. How would you say this has influenced your designs?*

I think not having a traditional jewellery background means I don't have a stagnant definition of what jewellery is – and I can play with these boundaries.

■ *What has been your professional highlight to date?*

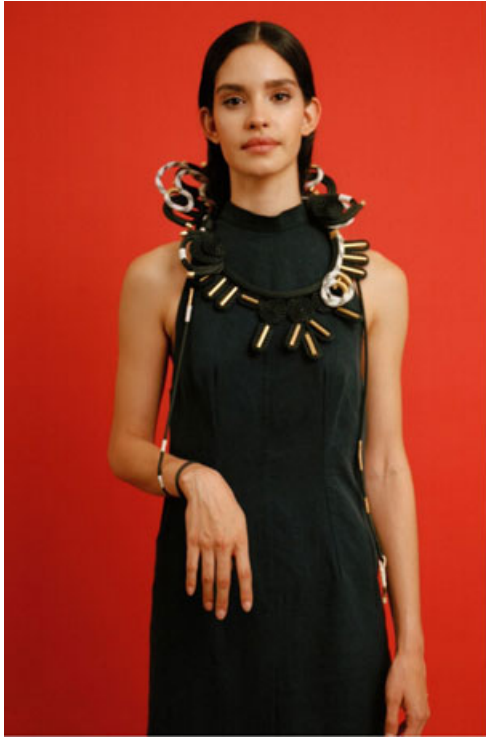
There are never really specific accolades, but moments of culmination when I look around at it all – my team, the pieces we make, our extended community – and feel endless gratitude and possibility.

■ ***If you had to describe your mind/thought processes in terms of a design or artwork, what would it look like?***

Spontaneous, intuitive, multi-sensorial, tactile and deeply emotional.

■ ***Your SS16 collection introduced us to the Nolita collection of clothing under the Pichulik brand. How do you envision the development of this clothing line?***

This wing of the brand is led by Nadya von Stein. It serves to flesh out the brand's aesthetic and will offer inspired seasonal edits that are timeless, sensual and imaginative.



Nolita collection shot by Kent Andreasen

■ ***Tell us about the styles created in your Pichulik x Espadril collaborative footwear collection.***

The look and motifs from the Lena SS16 jewellery collection embellish the classic Southern European shoe, the espadrille. These shoes are 100% hand crafted. They go through many hands from Espadril to Pichulik before touching the wearer's foot.



■ ***What are your thoughts on our local creative scene?***

It's incredibly exciting! There are endless possibilities for this to make a profitable and impactful contribution to our local economy.

■ ***Which local designers, artists and creatives are you inspired by?***

Loads! I love Georgina Gratrix, Jody Paulsen, Daniella Mooney, West, Renee Rousseau, Dokter and Misses and Athi Pati Ruga.



Stills shot by Justin Patrick

■ ***If you had to describe your personal style as a song or song lyric, what would it be and why?***

Sea, Sex and Sun by Serge Gainsbourg.

www.pichulik.com

ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity. ruth@bizcommunity.com

- In Review: La Colombe's winter special menu - 6 Jul 2023
- Sleep in a working vineyard at Creation Wines' luxurious Voormanshuis - 2 Dec 2022
- Heritage meets health with Creation Wines' new wine and food pairing - 30 Nov 2022
- 5 reasons to stay at off the grid Gonana Guest House in Paternoster - 10 Jun 2022
- In review: Staying at historic D'Olyfboom guest farm in Paarl - 22 Sep 2021

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>