

# Jewel Bird



*Pleiades presents its latest collection, 'Jewel Bird'.*

Pleiades imagined a fantastic creature, a flamboyant bird with her feathers adorned with magnificent gemstones.

The bird is a truly playful being, always brightening the space where she dwells.

Anyone who sees her wonderful shades of feathers will fall in love with her, especially when the bird is flying above the sea - where she is looking after as a guardian.

Her days and nights are kissed by the sun, gently brushed by the ocean breeze, and blessed by the stars in the night sky.

Inspired by sea glass, ancient glass bead jewels, photographer Mandy Barker's works, and Hilma Af Klint & Yulia Iosilzon's paintings, Pleiades crafted a collection of shoes with original curves and slender silhouettes, decorated with Swarovski crystals and colourful gemstones.

New variations of the brand's signature knot sandals are introduced with new aesthetics, colours and materials.

For this collection, a variety of low-to-mid-heel daily sandals are added, with unique shapes and utility details, so you can find a pair of crystal-embellished strap sandals and low-heel velcro sandals at one place.

Join the wonderful adventures of the Jewel Bird, and fill your season with miracles.

**PLEIADES** is a unique, contemporary shoe brand celebrating art and craft.

Encompassing art, history, dance and craftsmanship, PLEIADES collections are products of historical research and creative development.

Challenging conceptions and pushing boundaries between cultures,

PLEIADES fuses Korean and European influences, through unique collections.

**Min Heo** is a Seoul-born designer who is trained in London and Milan, at London College of Fashion - Cordwainers College, Istituto Marangoni Milano, and Central Saint Martins College of Art and Design with a background in Fine Art Sculpture, Fashion Design, and Shoe Design and Making.

Min also gained professional experiences in New York and Seoul, before launching her label Pleiades in 2018. She is a craftsperson who is constantly seeking creative experiments exploring various fields of Korean traditional craft, history of costumes, ancient treasures and the beauty of natural forms.