shattics.

kochut

ESTD 2013

One should either be a *work of art*

(c) Oscar Wilde

or wear *a work of art.*

MMXXIII

PROJECT: kochut | 2025 | Jewelry Store Branding / Logo / Visual

Not about jewelry — about legacy.

Kochut is a Ukrainian jewelry brand founded in 2013 by brothers Yuri, Roman, and Ihor Kochut.

The brand creates unique handmade jewelry crafted from gold, platinum, and silver, using the mokume-gane technique. Its designs combine contemporary aesthetics with ethnic motifs, making the pieces recognizable and popular not only in Ukraine but also internationally.

Kochut is jewelry as art — inspired by nature and the uniqueness of every detail.

Design is our identity. It needs no explanation, does not adapt to trends, and never repeats itself.

It is a signature that is recognized. A form in which meaning can be felt. Quality, craftsmanship, and attention to detail are a given.

But it is design that makes our jewelry truly distinctive.

Main Logo

kochut

The brand speaks openly about its materials and processes, creating jewelry in which there is nothing superfluous — only craftsmanship, meaning, and care.

Trust is the foundation of everything we do. It is more than a purchase — it is a moment that will remain forever.

Every piece of jewelry is created with impeccable attention to detail and a deep understanding of the craft.

Brand Heritage

Kochut does not adapt to the times — they create what will outlive them. The brand does not follow trends; it creates a legacy. Reviving respect for craftsmanship, natural materials, and family values, Kochut creates jewelry with a deeper meaning.

Logo Emblem

The brand's signature pattern is based on the texture of wood and its natural formations.

It features an organic, fluid structure with soft lines reminiscent of natural growth rings and wood grain. The pattern conveys the idea of naturalness, uniqueness, and harmony — values that lie at the core of the brand.

Altino

Pyramid Gold

Enchanted Emerald

Fence Dark Green

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