

L O U U R

www.louur.com

Who We Are?

Founded by three entrepreneurs, LOUUR was born from a shared vision: to craft something long-lasting and accessible, channeling our passion for design into creating intelligent and distinctive pieces.

As the creators of LOUUR, we come from creative backgrounds in film and product design, having worked in advertising and luxury fashion.

We believe that designing unique pieces with engineered precision—bold, modern, yet timeless—can bring joy to everyday life.

Conceptualized and designed in our London studio, each piece features sculpted surfaces and evolving forms that reflect our love for nature and the arts, resulting in tactile designs of uncompromising quality—both purposeful and bold.

The Origin & Story Of LOUUR: The Fleeting Spark Of Light

In French, lueur refers to a "faint, diffuse, or fleeting light. It is exemplified by the first light of dawn (les premières lueurs de l'aube) or the soft glow emitted by a fire (à la lueur d'un feu), representing the natural, transient spread of light.



At the core of our design philosophy is the seamless integration of engineering and nature. We craft pieces that not only respect their surroundings but also complement what already exists.

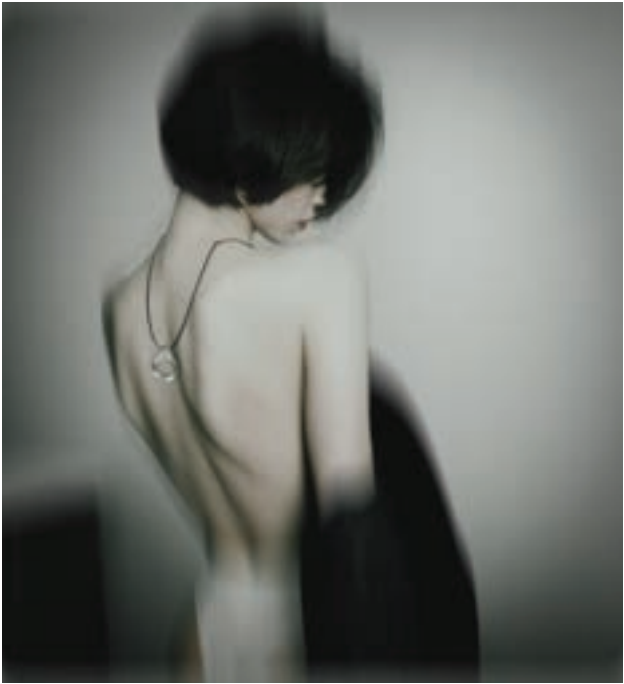
This functional approach, where design and environment coexist, is one of our key areas of expertise.



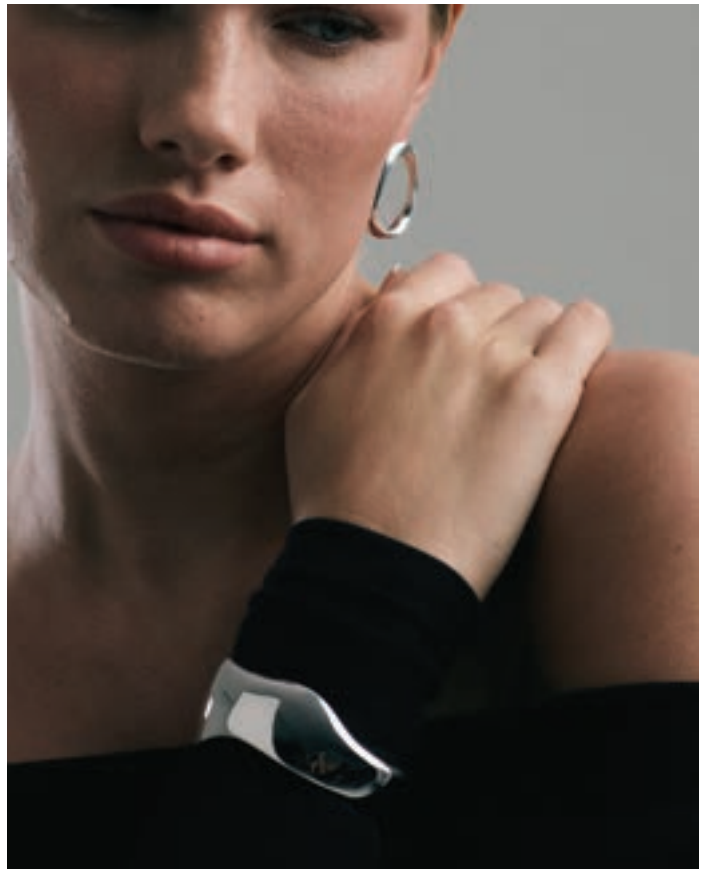


Style Perspective









Packaging

We prioritize recyclable, biodegradable, and FSC®-certified materials, ensuring that our packaging is both luxurious and environmentally responsible. Our paper-based packaging comes from responsibly managed forests, ensuring ethical and sustainable sourcing.

At the heart of our presentation is the jewelry box itself – handcrafted from stainless steel, each one a unique piece of artistry. Designed to be treasured long after its first use, it embodies both timeless elegance and sustainability.

We avoid excessive packaging, focusing on refined simplicity and functionality, ensuring that every detail aligns with our values.



Sustainability

Our Commitment To Responsibility

Our approach to sustainability is rooted in longevity. We believe that true sustainability begins with creating timeless and enduring pieces—designed to be cherished for a lifetime and, perhaps, passed down through generations.

Materials & Craftmanship

We believe in using the highest quality materials. We use 925 Sterling Silver, 24 Karat Gold Vermeil & 18 Karat gold for our pieces. We are committed to using recycled metals, breathing new life into existing resources while significantly reducing environmental impact. By repurposing precious metals, we minimize the need for new mining, lowering carbon emissions and preserving natural ecosystems. Every stone we use is ethically sourced, ensuring full traceability and adherence to responsible mining or laboratory production practices.

We work exclusively with suppliers who uphold strict ethical and environmental standards, ensuring that every gemstone is conflict-free and sourced with integrity. Our artisans are masters of their craft, upholding the highest standards of sustainability and quality.

Each piece is meticulously hand-finished, combining traditional techniques with modern innovations to achieve unparalleled beauty and durability.

Certifications

We are actively pursuing recognition from the Responsible Jewellery Council (RJC) and B Corporation (B Corp) to strengthen our accountability and credibility.

Production & Waste Reduction

At Louur, we reject the wasteful practices of mass production. Instead, we embrace a small-batch production model, creating limited quantities to avoid overproduction and unnecessary stockpiling.

This approach allows us to focus on precision, ensuring each piece meets our high standards while reducing excess waste. We do not hold large inventories—instead, we produce responsibly, in alignment with demand, to maintain efficiency and minimize our environmental footprint.

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Responsible Partnerships & Ethical Standards

Sustainability is not just about materials; it's also about people. We are dedicated to working with ethical manufacturers and artisans who operate under fair and humane working conditions. Our partners share our commitment to living wages, safe work environments, and respect for human rights. Transparency is fundamental to our philosophy. We continuously evaluate and improve our processes, ensuring that every decision we make aligns with our values of integrity, responsibility, and long-term impact.

Continuous Commitment To Sustainability

We pledge to challenge ourselves constantly—to make conscious choices that drive positive change for the environment, our business, and the communities we impact. Sustainability is an ongoing journey, and we remain committed to evolving, learning, and implementing best practices that shape a better future.

Our Gold Vermeil Standard

At Louur, we use 24-karat gold—the purest available—and guarantee a minimum thickness of 2.5 microns on every piece. This makes our vermeil jewelry significantly more durable and luxurious than standard gold-plated pieces, which typically use less than 0.5 microns of gold over base metals like brass.

By committing to this exceptional standard, we ensure that each Louur piece offers lasting color, elevated quality, and a finish that wears beautifully over time—true to our sculptural and timeless design philosophy.

Price Range

Category	Price Range
Earrings	From £80 to £420
Rings	From £125 to £370
Bracelets	From £195 to £890
Necklaces	From £145 to £1,150
18k Solid Gold	From £300 to £2,100

Rings



Archangel Ring

Material: Sterling Silver

Approx. Weight: 14 gr.



Archangel Ring

Material: 24K Gold Vermeil

Approx. Weight: 14 gr.



Archangel Ring

Material: Mixed - (24K Gold Vermeil & Sterling Silver) Approx. Weight: 14 gr.



Efra Ring

Material: Sterling Silver

Approx. Weight: 13 gr.



Efra Ring

Material: 24K Gold Vermeil

Approx. Weight: 13 gr.



Hydra Ring

Material: Sterling Silver

Approx. Weight: 15 gr.



Hydra Ring

Material: 24K Gold Vermeil

Approx. Weight: 15 gr.



Milos Ring

Material: Sterling Silver

Approx. Weight: 13 gr.



Milos Ring

Material: 24K Gold Vermeil

Approx. Weight: 13 gr.



Zyra Ring

Material: Sterling Silver

Approx. Weight: 14 gr.



Zyra Ring

Material: 24K Gold Vermeil

Approx. Weight: 14 gr.



Isla Ring

Material: Sterling Silver

Approx. Weight: 14 gr.



Isla Ring

Material: 24K Gold Vermeil

Approx. Weight: 14 gr.



Iceland Ring

Material: Sterling Silver

Approx. Weight: 13 gr.



Iceland Ring

Material: 24K Gold Vermeil

Approx. Weight: 13 gr.



Seren Double Ring

Material: Mixed - (24K Gold Vermeil & Sterling Silver) Approx. Weight: 23 gr.



Nusa Ring

Material: Sterling Silver

Approx. Weight: 4,5 gr.



Nusa Ring

Material: 24K Gold Vermeil

Approx. Weight: 4,5 gr.



Seren Ring

Material: Sterling Silver

Approx. Weight: 12 gr.



Seren Ring

Material: 24K Gold Vermeil

Approx. Weight: 12 gr.



Iris Ring

Material: Sterling Silver

Approx. Weight: 6 gr.



Iris Ring

Material: 24K Gold Vermeil

Approx. Weight: 6 gr.



Solis Ring

Material: Sterling Silver

Approx. Weight: 5 gr.



Solis Ring

Material: 24K Gold Vermeil

Approx. Weight: 5 gr.

Earrings



Thalassa Earrings

Material: Sterling Silver

Approx. Weight: 21 gr.

Size & Fit: 3 cm Height - 2.1 cm Width



Thalassa Earrings

Material: 24K Gold Vermeil

Approx. Weight: 21 gr.

Size & Fit: 3 cm Height - 2.1 cm Width



Melia Earrings

Material: Sterling Silver

Approx. Weight: 18 gr.

Size & Fit: Fit: 6 cm Height - 2 cm Width



Melia Earrings

Material: 24K Gold Vermeil

Approx. Weight: 18 gr.

Size & Fit: Fit: 6 cm Height - 2 cm Width



Élan Sculpted Drops

Material: Sterling Silver

Approx. Weight: 16 gr.

Size & Fit: 5.8 cm Height - 1.8 cm Width



Élan Sculpted Drops

Material: Mixed - (24K Gold Vermeil & Sterling Silver) Approx. Weight: 16 gr.

Size & Fit: 5.8 cm Height - 1.8 cm Width



Seren Large Hoops

Material: Sterling Silver

Approx. Weight: 17 gr.

Size & Fit: 3.8 cm Long - 2.8 cm Height



Seren Large Hoops

Material: 24K Gold Vermeil

Approx. Weight: 17 gr.

Size & Fit: 3.8 cm Long - 2.8 cm Height



Keshi Pearl Earrings

Material: Sterling Silver

Size & Fit: 10 cm Height

Pearl: Keshi



Limae Stud Earrings

Material: Sterling Silver

Approx. Weight: 2 gr.

Size & Fit: 0.9 cm Height - 1.2 cm Width



Limae Earrings

Material: 24K Gold Vermeil

Approx. Weight: 2 gr.

Size & Fit: 0.9 cm Height - 1.2 cm Width



Apex Drop Earrings

Material: Sterling Silver

Approx. Weight: 17 gr.

Size & Fit: 11.5 cm Height - 1 cm Width



Apex Drop Earrings

Material: 24K Gold Vermeil

Approx. Weight: 17 gr.

Size & Fit: 11.5 cm Height - 1 cm Width



Milos Wave Hoops

Material: Sterling Silver

Approx. Weight: 9 gr.

Size & Fit: 1,9 cm Height - 0,6 cm Width



Milos Wave Hoops

Material: 24K Gold Vermeil

Approx. Weight: 9 gr.

Size & Fit: 1,9 cm Height - 0,6 cm Width



Moontrail Studs

Material: Mixed - (24K Gold Vermeil & Sterling Silver) Approx. Weight: 2,5 gr.

Size & Fit: 1.5 cm Height - 1.8 cm Width



Nia Large Hoops

Material: Sterling Silver

Approx. Weight: 18 gr.

Size & Fit: 3 cm Height - 3 cm Width



Nia Large Hoops

Material: 24K Gold Vermeil

Approx. Weight: 18 gr.

Size & Fit: 3 cm Height - 3 cm Width



Nia Small Hoops

Material: Sterling Silver

Approx. Weight: 7 gr.

Size & Fit: 1.7 cm Height - 1.7 cm Width



Nia Small Hoops

Material: 24K Gold Vermeil

Approx. Weight: 7 gr.

Size & Fit: 1.7 cm Height - 1.7 cm Width



Nyx Earrings

Material: Sterling Silver

Approx. Weight: 11 gr.

Size & Fit: 3.6 cm Height - 1 cm Width

Pearl: Fresh Water



Nyx Earrings

Material: 24K Gold Vermeil

Approx. Weight: 11 gr.

Size & Fit: 3.8 cm Height - 2.8 cm Width

Pearl: Fresh Water



Oura Earrings

Material: Sterling Silver

Approx. Weight: 15 gr.

Size & Fit: 3.2 cm Height - 2 cm Width



Oura Earrings

Material: 24K Gold Vermeil

Approx. Weight: 15 gr.

Size & Fit: 3.2 cm Height - 2 cm Width



Pea Hoop Earrings

Material: Sterling Silver

Approx. Weight: 6 gr.

Size & Fit: 1.6 cm Height - 0.75 cm Width



Pea Hoop Earrings

Material: 24K Gold Vermeil

Approx. Weight: 6 gr.

Size & Fit: 1.6 cm Height - 0.75 cm Width



Seren Small Hoops

Material: Sterling Silver

Approx. Weight: 4 gr.

Size & Fit: 1.5 cm Height - 1.4 cm Width



Seren Small Hoops

Material: 24K Gold Vermeil

Approx. Weight: 4 gr.

Size & Fit: 1.5 cm Height - 1.4 cm Width



Antarctica Drop Earrings

Material: Sterling Silver

Approx. Weight: 19 gr.

Size & Fit: 6 cm Height - 1.4 cm Width



Antarctica Drop Earrings

Material: 24K Gold Vermeil

Approx. Weight: 19 gr.

Size & Fit: 6 cm Height - 1.4 cm Width



Elya Hoop Earrings

Material: Sterling Silver

Approx. Weight: 11 gr.

Size & Fit: 2 cm Height - 1.8cm Width



Elya Hoop Earrings

Material: 24K Gold Vermeil

Approx. Weight: 11 gr.

Size & Fit: 2 cm Height - 1.8cm Width



Thoe Pearl Drops

Material: Sterling Silver

Approx. Weight: 16 gr.

Size & Fit: 5.2 cm Height - 1.2 cm Width

Pearl: Fresh Water



Thoe Pearl Drops

Material: 24K Gold Vermeil

Approx. Weight: 16 gr.

Size & Fit: 5.2 cm Height - 1.2 cm Width

Pearl: Fresh Water



Thoe Stud Earrings

Material: Sterling Silver

Approx. Weight: 14 gr.

Size & Fit: 2.6 cm Long - 1.2 cm Width



Thoe Stud Earrings

Material: 24K Gold Vermeil

Approx. Weight: 14 gr.

Size & Fit: 2.6 cm Long - 1.2 cm Width



Vertigo Earrings

Material: Sterling Silver

Approx. Weight: 22 gr.

Size & Fit: 3.6 cm Long - 3.1 cm Width



Vertigo Earrings

Material: 24K Gold Vermeil

Approx. Weight: 22 gr.

Size & Fit: 3.6 cm Long - 3.1 cm Width

Braceletes



Milos Cuff

Material: Sterling Silver

Approx. Weight: 45 gr.

Size & Fit: 8 cm Long - 3.3 cm Width



Milos Cuff

Material: 24K Gold Vermeil

Approx. Weight: 45 gr.

Size & Fit: 8 cm Long - 3.3 cm Width



Seren Cuff

Material: Sterling Silver

Approx. Weight: 40 gr.

Size & Fit: 8 cm Long - 3 cm Width



Seren Cuff

Material: 24K Gold Vermeil

Approx. Weight: 40 gr.

Size & Fit: 8 cm Long - 3 cm Width



Apex Bracelet

Material: Sterling Silver

Approx. Weight: 30 gr.

Size & Fit: 17 cm Long



Apex Bracelet

Material: Mixed - (24K Gold Vermeil & Sterling Silver)

Approx. Weight: 30 gr.

Size & Fit: 17 cm Long



Eos Bracelet

Material: Sterling Silver

Approx. Weight: 36 gr.

Size & Fit: 17 cm Long



Eos Bracelet

Material: Mixed - (24K Gold Vermeil & Sterling Silver) Approx. Weight: 36 gr.

Size & Fit: 17 cm Long



Élan Bracelet

Material: Sterling Silver

Approx. Weight: 18 gr.

Size & Fit: 17 cm Long



Élan Bracelet

Material: Mixed - (24K Gold Vermeil & Sterling Silver) Approx. Weight: 18 gr.

Size & Fit: 17 cm Long



Neri Bracelet

Material: Sterling Silver

Approx. Weight: 10 gr.

Size & Fit: 5.9 cm - 0.8 cm Width



Neri Bracelet

Material: 24K Gold Vermeil

Approx. Weight: 10 gr.

Size & Fit: 5.9 cm - 0.8 cm Width



Keshi Bracelet

Material: Sterling Silver

Paarl: Keshi

Necklaces



Oura Pendant

Material: Sterling Silver

Approx. Weight: 12 gr.

Size & Fit: 2.8 cm Height - 2.8 cm Width



Oura Pendant

Material: 24K Gold Vermeil

Approx. Weight: 12 gr.

Size & Fit: 2.8 cm Height - 2.8 cm Width



Vertigo Pendant

Material: Sterling Silver

Approx. Weight: 13 gr.

Size & Fit: 3.6 cm Height - 3.1 cm Width



Vertigo Pendant

Material: 24K Gold Vermeil

Approx. Weight: 13 gr.

Size & Fit: 3.6 cm Height - 3.1 cm Width



Apex Necklace

Material: Sterling Silver

Approx. Weight: 71 gr.

Size & Fit: 40 cm Long



Apex Necklace

Material: 24K Gold Vermeil

Approx. Weight: 71 gr.

Size & Fit: 40 cm Long



Élan Necklace

Material: Sterling Silver

Approx. Weight: 47 gr.

Size & Fit: 40 cm Long



Élan Necklace

Material: 24K Gold Vermeil

Approx. Weight: 47 gr.

Size & Fit: 40 cm Long



Eos Necklace

Material: Sterling Silver

Approx. Weight: 76 gr.

Size & Fit: 40 cm Long



Eos Necklace

Material: 24K Gold Vermeil

Approx. Weight: 76 gr.

Size & Fit: 40 cm Long



Keshi Necklace

Material: Sterling Silver

Pearl: Keshi



Baroque Necklace

Material: Sterling Silver

Pearl: Baroque

18K Solid Gold

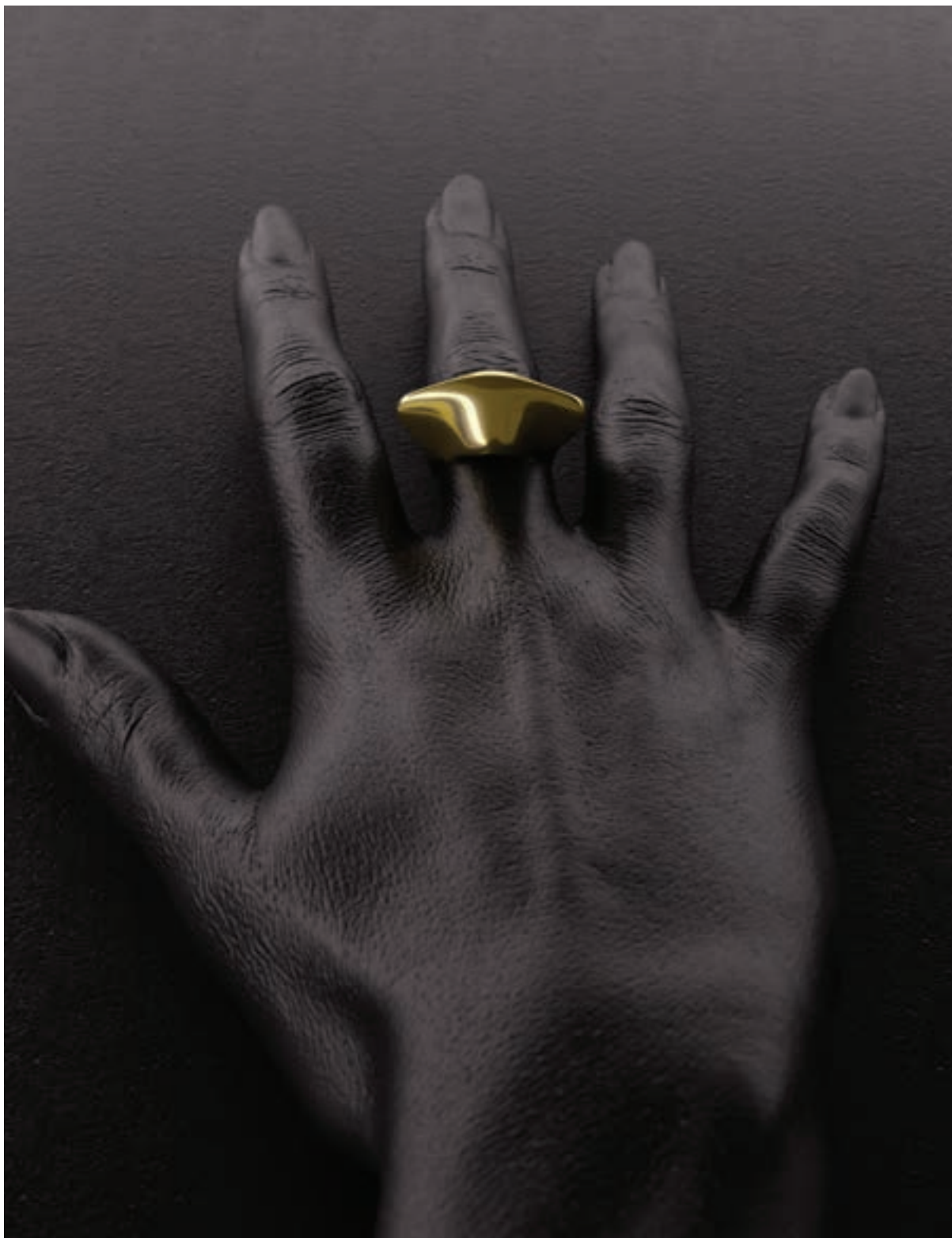


Neri Bracelet

Material: 18K Solid Gold

Approx. Weight: 7,5 gr.

Size & Fit: 5.9 cm Long - 0.45 cm Width



Hydra Ring

Material: 18K Solid Gold

Approx. Weight: 10 gr.



Solis Ring

Material: 18K Solid Gold

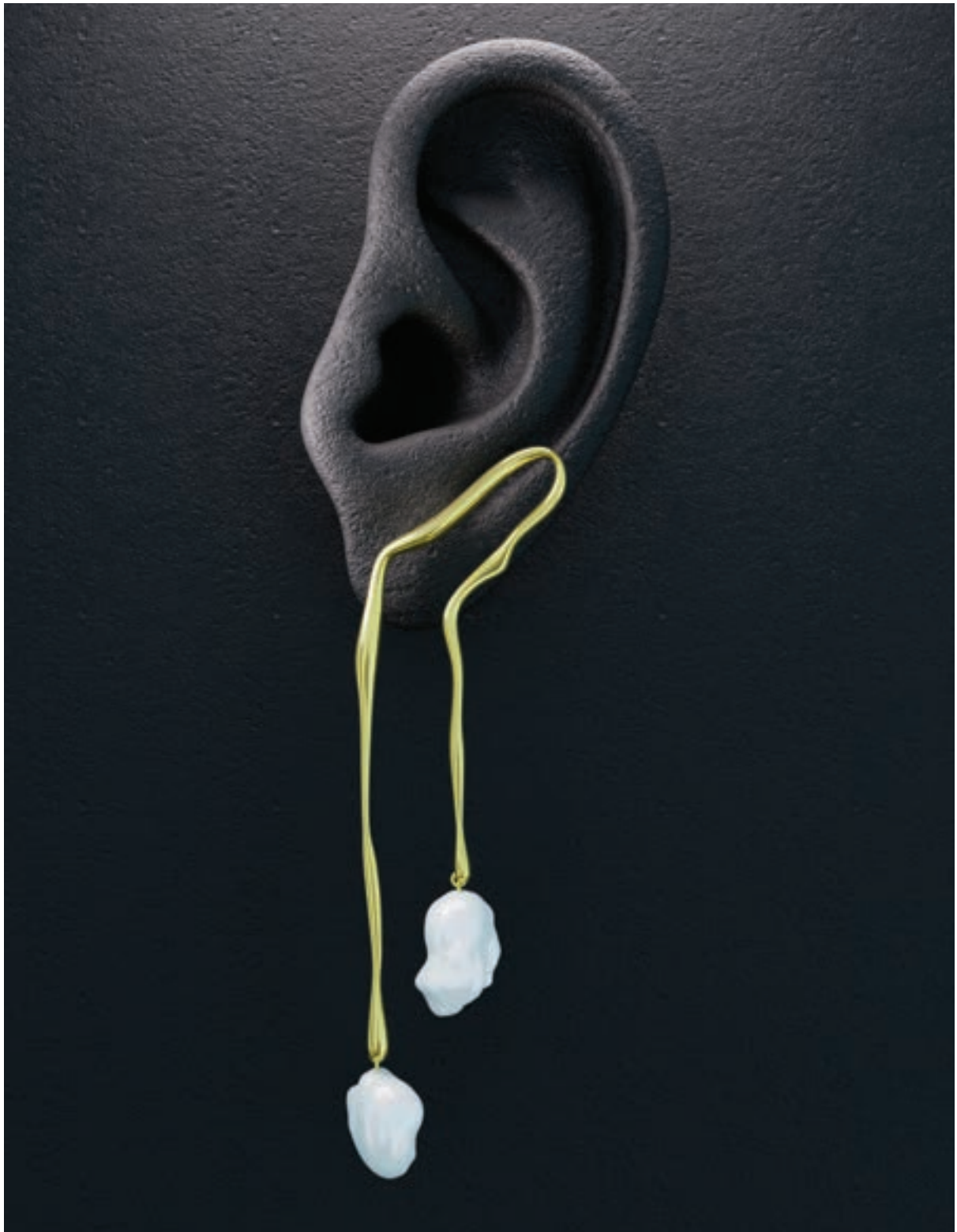
Approx. Weight: 6,7 gr.



Nusa Ring

Material: 18K Solid Gold

Approx. Weight: 4,5 gr.



Melia Earrings

Material: 18K Solid Gold

Approx. Weight: 12 gr.

Size & Fit: 6 cm Height - 2 cm Width



Seren Small Hoops

Material: 18K Solid Gold

Approx. Weight: 3,5 gr.

Size & Fit: 1,5cm Height - 0,55 cm Width



Limae Studs

Material: 18K Solid Gold

Approx. Weight: 1.5 gr

Size & Fit: 1 cm Height - 1.2 cm Width



Thalassa Earrings

Material: 18K Solid Gold

Approx. Weight: 16 gr.

Size & Fit: 3cm Height - 2.1 cm Width

L O U U R

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