



Bejeweled with Authenticity, Love, and Rarity

As the creation of two very unique woman, Happy Salma and Sri Luce Rusna, Tulola Jewelry aims to nurture and elevate the next generation of artisans by designing and producing collections that push the boundaries of their craft to ensure that the handcrafted tradition remains relevant: Modern. Artisanal. Luxury. The Tulola collection celebrates rare artisanal skills and the master craftsman behind it.

STORY BY Dewald Haynes PHOTO BY Tulola Doc.

SRI LUCE RUSNA ACTUALLY COMES FROM A FAMILY OF ARTISTS AND JEWELRY HAS BEEN HER FAMILY'S BUSINESS FOR TWO GENERATIONS ALREADY.



BEJWELED WITH AUTHENTICITY, LOVE & RARITY
CLOCKWISE FROM FAR LEFT
— Sri at work in the Tulola studio in Bali
— Owl Tassel Necklace
— Artisans crafting the designs into wearable jewelry
— Made Gold Crystal Necklace



Both the creative aspect of design and knowledge of production is something she inherited. "I am very much involved in the technical aspects of design-form, function, production." While the other business partner of the dynamic duo, Happy Salma, informs the spirit and passion behind the collections. Within the Tulola philosophy it is very important to have a balance of heart, spirit, and also purity in function and form. Their partnership informs the design in this way.

The collections are predominately crafted in-house at the Tulola Studio in Bali. Currently they have their Signature Collection in dipped in 18k Gold and White Platinum as well as Rose Gold. Later this year clientele can look forward to the launch of the Tulola Diamond Collection. In all the collections they work with artisans based on their skills sets across the South East Asia region. The majority of the pieces focus on the incredible talents of craftsman in Bali and Java but sometimes they also work with artisans from places such as Hong Kong and Thailand. "Based on collection we might collaborate with out-side artisans based on skill set." Sri explains.





With designs mainly inspired by people Tulola caters for a very niche market. Collectors and people who understand and appreciate the importance of heritage and the handcrafted traditions will be drawn to the pieces. Jewelry is extremely personal and an expression of who you are. At Tulola both Sri and Happy believe that jewelry is a very valuable form of communication and expression- and it all depends on the person. Their refined customer base is their biggest accolade. "As a designer, you are very lucky if you can have someone appreciate your work and become a customer." Sri adds with great gratitude

Tulola Jewelry are for woman who believe in themselves and who can carry a strong believe in the value of authenticity, love and rarity. Find a piece of yourself and of history in every piece of jewelry. ¹⁰

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CLOCKWISE FROM TOP

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Forgotten Garden Mabe Gold Earrings

—
Citra Resimise Necklace

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Goldsmiths artistry are behind the impeccable craftsmanship of the jewelry

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The tools of the trade

