

PRESS RELEASE

Kalevala Jewelry launches the new Itu collection at Copenhagen Fashion Week – designed by Martin Bergström and inspired by the power of Finnish nature.

In August 2025, Kalevala launches a new jewelry collection called Itu (Finnish for “sprout”).

The collection is designed by multidisciplinary designer and artist Martin Bergström, who works in both Sweden and Finland. The collection will debut during Copenhagen Fashion Week on August 6th at a Kalevala event, where the nearly 90-year-old brand will be presented to an international audience. Kalevala’s Creative Director is Aino Ahlnäs.

“Kalevala has been a pioneer in the jewelry industry for 88 years. This new collection pays homage to that long-standing spirit of courage while introducing something fresh to our range. With its rich textures and playful combinations of materials, the Itu (sprout) collection offers meaningful jewelry for all of life’s moments—designed to be worn, cherished, and perhaps one day passed on. Its themes resonate with many life’s turning points—growth, hope, and transformation.”

— Aino Ahlnäs, Creative Director, Kalevala Jewelry

The Itu collection draws inspiration from the untamed power of nature, continuing Kalevala’s modern design ethos by reimagining the strength and beauty of the northern natural world in a bold and compelling way. At its heart lies the seed—a piece of jewelry symbolizing new life from which everything grows.

With roots in the sculptural vision of designer Martin Bergström, the Itu collection allows unexpected details and playful structures to find expression in its tactile, matte-glowing surfaces that shimmer in shades of silver and gold.

Bergström’s design process always begins with hand-drawn sketches—organic forms inspired by nature’s rich diversity. Roots, decay, and organic elements evolve in his hands into abstract forms that have become his distinctive style. These forms are clearly visible in the Itu collection.

The collection finds inspiration in new life sprouting from a seed—shoots pushing through the soft soil of forests or small cracks in city asphalt. The pearl in the design reflects the moon glowing softly in the sky, quietly influencing the natural rhythms of life.

“What I find especially fascinating is seeing how the organic themes are transformed into jewelry by the skilled hands of Kalevala Jewelry’s goldsmiths. The northern nature that endlessly inspires me also resonates deeply with Kalevala’s own design DNA. The collection features a rich variety of jewelry—multiple interpretations, each drawing from the same core theme in their own unique way. These pieces truly come alive when worn—designed for everyone, regardless of gender, so that anyone can carry a piece of nature with them.”

— Martin Bergström, designer

Kalevala



The collection also reflects Kalevala's Creative Director, Aino Ahlnäs's, vision of archetypal jewelry forms. The Itu series is a contemporary take on a timeless classic: pearl jewelry. The collection's glass pearls are handmade in Helsinki, each one a unique piece. They are crafted from durable Murano glass, known for its superior quality.

The Itu series includes a statement necklace and earrings, along with smaller jewelry elements and charms that can be mixed and matched. Hoops and pendants can be customized with a seed, a pearl, or a delicate engraving plate —allowing each piece to become personal and unique.

The Itu pieces are made at Kalevala's own factory in Helsinki using recycled silver and gold-plated silver. The intriguing contrast between these two metals allows for endless possibilities when combining them with other jewelry one already owns. The collection is a celebration of Kalevala's nearly 90 years of craftsmanship and its forward-looking approach to bold and sculptural jewelry design.

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IMAGES: [Kalevala Koru media bank](#)

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About Kalevala Koru | Jewelry with a social impact since 1937. Handmade in Helsinki, Finland.

Kalevala Koru was founded in 1937. Since the birth of the company, sustainability and social responsibility has been embedded in Kalevala's DNA. All Kalevala jewelry is handmade in Helsinki, Finland, combining traditional Finnish goldsmiths' craftsmanship and modern technological innovations. Kalevala is a home to progressive and timeless design and known for its iconic 'Planetoid Valleys' necklace, worn by Princess Leia in Star Wars. In its long history, Kalevala has consistently challenged conventions of jewelry design. Kalevala is a pioneering company in circular jewelry business. The pieces are more than jewelry, they are wearable sculptures made to last from generation to generation. One-third of the company's profit is annually donated to charity projects and well-being of the employees. | kalevalashop.com