

• T • R I • T •

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Info about Jenny Syquia, Founder & Designer of TRIT

Jenny Syquia's journey has always been about storytelling. Starting at Vogue in New York, she learned to fuse design with personal narrative under the mentorship of fashion legends. Jenny's career has spanned the globe, from working with supermodels and stars like Madonna, to international modeling assignments, and starring roles in Philippine film and television. She also hosted the country's top-rated daytime show, "Eat Bulaga," and launched the Philippines' first bridal magazine, "Bride Philippines."

Jenny later founded *Charm and Luck*, an accessories brand that found success worldwide, and co-founded *Artists and Company*, an agency representing photographers, stylists, influencers, and makeup artists, in partnership with the legendary agent Jed Root.

TRIT is Jenny's most personal project yet. Inspired by her grandmother's charm bracelets—where each charm tells a story—Jenny created TRIT to bring the same emotional resonance to fine jewelry. The TouchDate Technique transforms meaningful dates into tactile symbols, allowing wearers to feel their most cherished moments through the jewelry itself.

For Jenny, TRIT is about carrying your personal history with you, in a way that only you can feel. Away from the drawing board and office, Jenny loves spending time with her family, taking long walks with her dog Arne, and baking.

TL;DR:

- Jenny founded TRIT to create jewelry that tells personal stories.
- TRIT's TouchDate Technique uses raised diamonds or dots to represent special dates, allowing wearers to feel their memories.
- Inspired by her grandmother's charm bracelets, Jenny blends emotion and craftsmanship to make each piece deeply personal.

For press inquiries, high-resolution images, or to schedule an interview, please contact:

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