



Introducing TRIT – A Sensory Revolution in Fine Jewelry

TRIT Unveils the Patent-Pending TouchDate Technique – Jewelry That Lets You Touch Your Memories

Stockholm, February 20, 2025 – Prepare to experience jewelry in a way that transcends the ordinary. TRIT is redefining the meaning of personalized jewelry with its *patent-pending TouchDate Technique*. This innovative approach allows wearers to not just see their most cherished memories but to touch and feel them.

TRIT founder Jenny Syquia, who has worked alongside fashion icons and launched successful design ventures like *Charm and Luck*, shares the inspiration behind the brand: “I wanted to create something deeply personal, something that would resonate beyond mere aesthetics. With TRIT, your jewelry becomes an extension of your life’s most important moments, a physical bespoke reminder carried with you wherever you go.”

The TouchDate Technique sets TRIT apart. Each piece features raised elements such as diamonds or metal dots arranged to represent significant dates. For instance, our rings are designed so that one half represents the month and the other half represents the day—a perfect reminder of a cherished moment that you can feel every time you touch it.

Why TRIT Stands Out:

- *Revolutionary Sensory Experience:* Unlike traditional personalized jewelry that relies on engravings or visual symbols, TRIT incorporates raised, tactile elements that allow wearers to feel their memories.
- *Exclusive and Personal:* This discreet design means that the encoded date is known only to the wearer or those they choose to share it with.
- *Luxury Meets Storytelling:* Crafted with precision, TRIT’s pieces don’t just add elegance; they carry personal stories and emotions embedded in every touch.

TRIT’s innovative designs have already captivated industry leaders. When Syquia introduced the TouchDate Technique to prominent jewelry manufacturers, they responded, “It’s the best idea we’ve ever heard of.”

With sustainability as a core value, TRIT uses recycled precious metals and ethically sourced diamonds to ensure that each piece not only holds personal meaning but also reflects care for the environment.

Ready to embark on a journey where your story takes center stage? TRIT invites you to discover how jewelry can become a personal, interactive experience—one touch at a time.

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

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