



TRIT Company Background

TRIT (The Road I've Traveled) jewelry celebrates the personal stories and milestones that define each of us. Founded by Jenny Syquia in Stockholm, Sweden, TRIT came from her desire to create completely personalized jewelry that symbolizes life's most cherished moments, turning them into wearable memories.

Mission, Vision, and Values TRIT crafts jewelry that tells the story of its wearer, offering deeply personal bespoke pieces that serve as reminders of the most meaningful moments in life. We bring together sustainability, craftsmanship, and emotional connection, ensuring every piece is as unique as the memory it represents. We create responsible jewelry that helps people carry their stories with them in a beautiful, personal way.

Patent-Pending Features TRIT's signature innovation is our TouchDate Technique, a patent-pending method that integrates dates—symbolized by raised diamonds or domed metal dots—into the design of each jewelry piece. This allows wearers to physically touch and connect with their memories in a tactile, intimate way. For example, our rings are designed with half of the ring representing the month, and the other half representing the day. For a date like June 3rd, one half would feature six stones (for June) evenly placed, while the other half would have three stones (for the 3rd), creating a unique and meaningful design. This unique way of encoding personal dates into jewelry makes TRIT one-of-a-kind.

Sustainability We're committed to minimizing our environmental footprint. We incorporate recycled precious metals and lab-created diamonds to ensure that each piece of jewelry not only carries meaning but also reflects our responsibility to the planet. This commitment to sustainability ensures that our jewelry is as responsible as it is beautiful.

Philosophy Every piece we create is designed to carry the story of your life's journey and your memories that matter most. Our philosophy is to help people celebrate, cherish, and remember life's most precious moments, and to be able to pass those down for generations. Imagine a mother passing her wedding anniversary ring to her daughter or a grandmother gifting her granddaughter a ring with her birthdate—these pieces are meant to be cherished heirlooms.

FAQs

- 1. What does TRIT stand for?**
 - TRIT stands for "The Road I've Traveled," reflecting each piece's connection to the milestones and experiences that define your journey.
- 2. How is the date represented on the jewelry?**
 - Dates are represented through raised tactile elements. For rings, half of the ring shows the month, and the other half shows the day. For instance, June 3rd would have six stones on one half and three on the other.
- 3. What materials are used in TRIT jewelry?**
 - We incorporate recycled precious metals (gold and sterling silver) and lab-created diamonds to ensure our jewelry is sustainable and responsibly made.
- 4. Can these pieces be passed down as heirlooms?**
 - Absolutely. TRIT pieces are designed to be passed down through generations, creating a meaningful connection from one generation to the next.
- 5. How do I personalize my TRIT piece?**
 - Each piece is custom-made to represent your chosen date. You can select the material, the type of stones, and engraving.

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

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