

NASCHENKA JEWELRY PROPOSAL

나스첸카

Handmade Korean jewelry

Established in 2002, NASCHENKA is an artistic expression of Korean culture and history through traditional jewelry. We use natural and authentic stones. Each piece is thoughtfully designed by a designer and handmade by a highly skilled master artisan.

The manufacturing method is what makes NASCHENKA's products stand out as high-quality pieces. Compared to other similar items on the market (made of the same 925 silver), NASCHENKA's pieces are not mass-produced. Our items are made using traditional Korean techniques. For each piece, a 925 sterling silver plate is cut, hammered, and rolled by hand. Due to this meticulous practice, the labor and production cost is different as well.





We highly recommend NASCHENKA's 925 sterling silver collection.

The intricate design of each piece requires highly skilled, experienced, and masterful craftsmanship.





The most desirable KOREA's ICONIC design, NASCHENKA

CEO & Designer Kim Soung eun planned the works of NASCHENKA herself.

It is being made with jewelry craftsmen with decades of experience.

NASCHENKA is carrying out all these works only in Korea and is the best handmade jewelry craft brand.

Online is sold at Shinsegae Internet Duty Free and NASCENKA's official website www.naschenka.com.

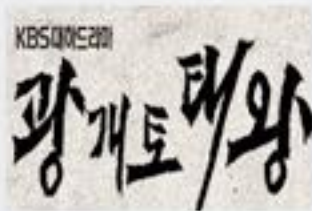
Offline, we are selling directly in the showroom and hotel gift shop as below.

(December 2021)

Seocho NASCENKA Showroom.

Plaza Hotel Seoul, Gift Shop.





Most of the traditional ornaments of famous Korean historical dramas and movies were produced and sponsored by NASCENKA.



In the 2016 K drama “Moonlight Drawn by Gureumi”,
We collaborated with the production team for the main actor
character, Lee Young (Park Bo-gum).

Specially produced and sponsored.



구름이
그리
달빛



娜思辰凱

“Mr. Queen” is a tvN drama officially sponsored in 2020.

It was a hit drama not only in Korea, but also abroad.

Due to its popularity, the Korea Times published December 14, 2021

A special interview article was published.

WEEKENDER

The Korea Times FRIDAY-SUNDAY, MARCH 12-14, 2021



ACTRESS CHOI YEE-JEONG wearing a traditional 'Gogae,' in 'Mr. Queen.' (Korea Times)



A traditional 'Gogae' (crown) made of gold and silver. (Korea Times)



A traditional 'Gogae' (crown) made of gold and silver. (Korea Times)



ACTRESS CHOI YEE-JEONG wearing a traditional 'Gogae,' in 'Mr. Queen.' (Korea Times)



ACTRESS CHOI YEE-JEONG wearing a traditional 'Gogae,' in 'Mr. Queen.' (Korea Times)

Meet the creator of traditional jewelry for ‘Mr. Queen’

https://www.koreatimes.co.kr/www/culture/2021/03/135_305354.html

Byeong-gook Kim
Korea Times Staff Writer

Popular movies and TV dramas influence and even set new trends. Recent popular dramas such as Netflix's Korean Kingdoms made the "Kingdom" or "King" styling a national drama. "Mr. Queen" also sparked viewers' interest in costume and jewelry that are both historically accurate and combined with new creative trends.

Following the success of "Mr. Queen," that ended with its highest viewership rating of 10% (record in February, 2020), Korea's television drama "Mr. Queen" set the record for the highest viewership rating of 10% (record in February, 2020).

Kim, who played the role of the queen, also played the role of the queen's mother, who played the role of the queen's mother.

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It was really interesting to see to be able to take into account the 'Kingdom' and 'King' styling.

Kim picked MBC's period drama "The First Queen" (2019) as her favorite, which was a historical drama and a historical fiction. Kim, who played the role of the queen, also played the role of the queen's mother.

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“Aesthetically, traditional Korean jewelry is graceful and has natural feeling.”

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“Kim Seong-eun, the CEO designed and planned
With jewel craftsmen with decades of experience
The best handmade jewelry”

NASCHENKA is a company that preserves the traditional craftsmanship of Korea.

Even now, the most disappearing Korean jewelry
Crafted by hand by craftsmen, we are going backwards in time.



INTRODUCTION OF REPRESENTATIVE WORKS

Binyeo / Silver Twin Rings / Jade Ring



[비녀 / BINYEO]

Material: 925 sterling silver

Handmade in Korea

This Korean binyeo (hair stick) can be worn with a traditional Korean hanbok or with a pair of jeans as a daily hair accessory.

This binyeo is handcrafted by hammering a 925 silver plate. The design and pictures are also hand-drawn.



[가락지 / Silver Twin Rings]

Korean jewelry 925 sterling silver handcraft twin rings

Free shipping worldwide

Made to order

Designed and handmade in Korea

Perfect for everyday wear

This piece includes two separate rings. You may wear them together as a set, or separately. This piece is not lightweight as it is made of 925 sterling silver. The weight of the ring is variable depending on the ring size. It is a popular product in both our online and offline stores.





[비취반지 / Jade Ring]

Handmade jade ring

925 silver and jade (not grade A)

Free standard shipping from Seoul, Korea with tracking

Will take approximately 7-21 days to arrive, worldwide

This ring is a wide band ring. Please do not size up. We advise you to select your normal ring size.

It is made to be worn comfortably. It is not supposed to be a tight fit. A slightly loose-fitting ring is recommended for both style and comfort/health.



NASCHENKA MAKING STORY

나스첸카 작품 제작 이야기 [떨잠 브로치 편]



Among the traditional Korean ornaments, the ornament called '떨철판자 : 떨잠' refers to the head decoration of a woman in the Joseon Dynasty, also known as "'떨철판자.'" The queen and other upper-class women put their heads together and decorated them when they had big hair.

It is already a familiar accessory through NASCENKA's sponsored jewelry on drama TV. What is inserted in the upper part of the forehead, that is, the front of the head, and most of them are set as butterfly-shaped jade plates, and the left and right sides are decorated with circular drops.

The biggest feature of is that it is a thin silver thread on the plate, which makes and attaches spring-shaped trays, and then attaches flowers, birds, and butterfly-shaped trills to the end, which gives the head a sense of rhythm and splendor. Most of the jade plates are set to shake and turn. Many people thought that the shaking of the plate was an error in their work for the first time in, but this is the original form of shaking because it worked as a historical testimony.

The Tuljam brooch, which will be introduced this time, boldly broke away from the existing concept of old ornaments only for the head by reinterpreting Tuljam with a modern sense, and was completed with the most method after a six-month production period.

The first work to introduce is the circular brooch.

The basic 7cm-wide jade plate was carved in the shape of petals, and a ring for clothespins and necklaces was carved on the back plate with the brooch crafting technique of the Naschenka workshop.

Brooch production seems to be a very simple task, but it is also a difficult task that requires a lot of invisible techniques such as clumsiness or sagging when attached to clothes, strength of the clothes pin due to the covering of the gemstone, strength of the back panel that fixes the gemstone, and crafting techniques. It is impossible with machines and is produced from beginning to end with skilled craftsmen's hand techniques.

On the front plate of the petal brooch, three butterflies and two cranes were placed in a circle around the pink natural corals in the middle.

Two natural pearls, two ambers, and two coral were symmetrically arranged. Each of them becomes a petal, forming a beautiful shape reminiscent of a flower garden as a whole.

It is worth noting that the trembling decorations on the white jade were decorated to move delicately by carving silver flowers and butterflies, and thin silver plates were double-decorated on the white jade, and flowers were carved on the herb pattern to express more splendor.Of course, because it is an authentic, it does not miss the blue work.

In particular, in the process of gold plating on the basis of silver craft, if the gold color is too colorful, the vintage or the antique in expressing the subtle colors as if they were old, faded, and relics.

This brooch was initially made. It is a highly valuable work that exists with the NASCHENKA logo engraved on the back, and even if it is re-produced, it cannot produce a completely identical design because it uses natural materials. We are constantly receiving orders, but there is bound to be a slight difference, so please understand that it is a characteristic of the NASCHENKA's manual work.



The second work I'm introducing is the butterfly Brooch. As the name suggests, it was produced with the concept of a colorful butterfly. The width is larger than the brooch (about 7.5cm) and the length is smaller (5cm).

In the center, eyes with small coral-colored beads, chest with large coral-colored beads, and turquoise, which have not been frequently used in traditional techniques, create a more modern feel to the mysterious greenness of turquoise.

Four trays consisting of two butterflies and two cranes were placed around this central butterfly, and two and two natural pearls again decorate the butterfly's wings.

In both works, there is a ring on the back that can connect the necklace chain, so it can be produced with two types of brooches and necklaces. In addition, when attached to the Norigae tassle, it is reborn as a perfect Norigae with a modern sense.

Tradition NASCHENKA JEWELRY is not a work that is kept in drawers or intestines, but a work that marks the completion of fashion in everyday life.

NASCENKA does not insist only on traditional court ornaments. Kim Soung-eun, CEO and desinger of NASCENKA, first creates a story when designing jewelry.

When somebody become a grandmother and a mother-in-law a sign of affectionate love that is passed on from generation to generation that grandmothers pass on to daughter-in-law and from generation to generation.





EPILOGUE

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Logo design

나스첸카
LOGO 디자인

글씨 컨셉 : 가장 한국적인 디자인 나스첸카 주얼리 나스첸카는 고전을 사랑하고 옛 것을 추구하는 마음에 누구보다 강해서
항상 옛 것에서 아름다움을 찾아 제작하고 있는 브랜드 캘리그래피 글씨의 '나스첸카'는 뜻의 유려함을 표현한 '아름다운 산'을 강조한 아름다운 한글 자형입니다.



나스첸카

나스첸카
娜思辰凱



Press release

대한민국 전통 궁중 장신구 브랜드, 나스첸카.

“나는 행복을 안고 매일 매일 전통 장신구를 디자인 합니다” 모던하고 세계화된 전통 장신구 연구에 매진나스첸카 CEO & DESIGNER 김성은

나스첸카는 〈선덕여왕〉, 〈동이〉, 〈김수로〉, 〈정조 이산〉, 〈계백〉 등 화제 속 에 방영된 사극 드라마의 장신구 제작을 담당한 업체로서, 순수 자연 모티브의 동양적 디자인에 전통을 이어가는 고귀한 장인 기술이 이뤄낸 대한민국 토종 브랜드이다.

대한민국의 수준 높은 장신구 문화를 세계에 알리기 위해 창업주의 딸이 전공과 직업을 바꿔가며 우리 전통 장신구를 현대화된 실용 장신구로 세계화 하겠다는 일념 으로 장신구를 디자인 하고 제작하고 있는 이가 바로 나스첸카 CEO & DESIGNER 김성은 대표이다.

나스첸카 라는 브랜드 이름은 2002년 창립 당시, 창업자인 한희정 대표가 자신의 딸을 위해 직접 디자인하면서 시작되었는데, 평소 딸의 예명이었던 나스첸카를 그대로 브랜드 이름으로 하되, 나스첸카 디자인의 기본 정신은 대한민국 전통의 미와 자연의 아름다움을 표현하겠다는 기본 취지는 지금까지도 변하지 않고 있다.

현재 그녀의 갤러리 ‘나스첸카’는 도곡동과 서초동에 자리 잡고 있다. 자칫 할머니들만 낄거라는 전통 가락지를 2002년부터 온라인 닷컴과 쇼핑몰에 선보이면서 우리내 전통 가락지를 손쉽게 접할 수 없었던 20대 여인들부터 고가의 브로치 작품들만 접했던 5060대 여인들에게까지 ‘전통은 촌스럽다’ “브로치 작품은 고가다” 라는 인식 전환과 전통 장신구 대중화에 크게 기여하고 있다.

현재 그녀의 닷컴에는 만여점의 디자인이 전시, 매일 매일 신상품을 선보이고 있으며 전 작품 그녀의 디자인으로 탄생된 자체 제작품으로 고객에게 믿음과 신뢰를 선사하고 있다.

외국의 전시 쇼를 경험한 나스첸카 는 우리의 전통 장신구가 그들의 상류층에서 더욱 시선 집중을 받고 있다는 걸 몸으로 체험한 후, 한 나라의 장신구는 그 나라의 문화이자 역사라는 신념을 더욱 확고하게 굳히고 모던하고 새로운 감각의 현대적 고품격 궁중 장신구를 제안하여야 하겠다는 생각을 더욱 굳히게 되었다고 한다.

“과거는 미래를 이끌어 나가는 힘이다” 라고 강조하며, 옛 것을 기리며 우리 대한민국의 아름다운 역사와 한민족 여인들만의 규방문화를 전 세계로 알리는 그날까지 나스첸카 의 임직원 모두 오늘도 바쁜 일정에 행복해 하고 있다.

2009년 11월 18일 : 매경 이코노미



History

2002-2006

나스첸카 닷컴 오픈

옥션, 위즈워드 입점

제1호 방배점 로드샵 오픈

갤러리아 백화점 입점

dnshop 입점

신세계몰 입점

CJ오쇼핑 입점

서초점 로드샵 이전 오픈

2007

MBC드라마 주몽 공식협찬

프랑스 파리 Premiere Classe 주얼리 쇼 전시

2008

MBC드라마 정조이산 공식협찬

영화 불꽃처럼나비처럼 공식협찬

KBS드라마 바람의나라 포스터

제 1회 나스첸카 주얼리 쇼

with ART GROUP 20 EXHIBITION

09 S/S Seoul Fashion week Fair show

나스첸카 공방의 전통 장신구 유럽 수출

국악팝스오케스트라 '여민' 후원

2009

롯데닷컴 입점

GS이샵 입점

09 F/W Seoul Fashion week Fair show

MBC드라마 선덕여왕 공식협찬

MBC드라마 탐나는도다 공식협찬

10 S/S Seoul Fashion week Fair show

영화 걸프렌즈 공식협찬

매경 ECONOMY 이달의 PEOPLE 김성은 실장

MBC 기분좋은날 연예플러스 방송인터뷰

2010

10 F/W Seoul Fashion week Fair show

10 F/W Seoul Fashion week PT Show

KBS드라마 거상김만덕 공식협찬

KBS드라마 프레지던트 공식협찬

MBC드라마동이 공식협찬

MBC마당놀이 평강온달전 공식협찬

MBC드라마 김수로 공식협찬

선덕여왕 주얼리전 with 씨앤보코(최복호 패션)

영화 방자전 공식협찬

영화 부당거래 공식협찬

국악그룹 미지 콘서트 공식협찬

E채널 조선첩보활극 비밀기방 앙심정 공식 협찬

제2호 도곡점 로드샵 오픈

일본 매거진 "한류열풍" Vol.32 나스첸카 촬영

2011

영화 조선명탐정 각시투구꽃의 비밀 공식협찬

11 F/W Seoul Fashion week Fair show

MBC 드라마넷 미인도 공식협찬

KBS 수목드라마 로맨스타운 공식협찬

플라자호텔 THE PLAZA HOTEL SEOUL 입점

KBS 광개토태왕 공식협찬

국보 제160호 무령왕릉 은제 팔찌 재현 성공

MBC 드라마 계백 공식협찬

롯데 면세점 본점 (소공동) 입점

신라 면세점 (서울) 입점

EBS Plus2 STAR ENGLISH 주얼리 공식협찬

국내 최초 전통 족두리를

현대적으로 재해석한 티아라 출시

TV 방자전 공식협찬

영화 바람과함께사라지다 전통장신구 공식협찬

KBS 드라마스페셜 미련 전통장신구 공식협찬

JTBC 개국 특집 드라마 인수대비 공식협찬

시사서울 전통 궁중장신구 나스첸카 김성은 실장

2012

Jtbc 개국 특집 드라마 “인수대비” 공식협찬

MBC 드라마 “무신” 공식협찬

SBS 드라마 “옥탑방왕세자” 공식협찬

2.20 포커그 나스첸카 기사

2.21 메트로,노컷,스포츠한국 나스첸카 기사

2.22 스포츠동아 나스첸카 기사

2.23 일간스포츠, 스포츠경향 나스첸카 기사

영화 “바람과 함께 사라지다” 공식협찬

KBS “각시탈” 공식협찬

MBC “아랑사또전” 공식협찬

THE PLAZA HOTEL SEOUL “나스첸카 옥 비취 전시전”

영화 “광해, 왕이된남자” 공식협찬

영화 “광해, 왕이된남자” (이병헌 분) 상두관 제작

영화 “광해, 왕이된남자” 비녀 책갈피 MD 라이선스 체결

MBC 드라마 “마의” 공식협찬

SBS 드라마 “대풍수” 공식협찬

영화 "조선미녀삼총사" 공식 협찬

영화 "조선미녀삼총사" 스토리텔링 작품 특별 제작 협찬

영화 "관상" 공식 협찬

History

2013

jTBC 드라마 궁중잔혹사 "꽃들의 전쟁" 공식협찬

MBC 드라마 "구가의서" 공식협찬

MBC 드라마 "허준" 공식협찬

제주 호텔 샬롯데 입점

MBC 드라마 "불의 여신 정이" 공식협찬

KBS 드라마 "마귀" 공식협찬

KBS 드라마 "의궤" 공식협찬

MBC 드라마 "수백향" 공식협찬

jTBC 드라마 "말이" 공식협찬

플라자 호텔 1층 로비 전시회

갤러리아 명품관(East) 1층 플라자 기프트샵 입점

골프헤럴드 12월 송년특집 “진격의 나스첸카”

부산 웨스틴 조선호텔 1층 베키아 에 누보 입점

고난이도 전통공예기법 삼베 옷칠 파티백 출시

2014

플라자 호텔 “궁중장신구전”

제주 중문 롯데 에비뉴엘 입점

MBC 드라마 "기황후" 여주인공 특별 협찬

영화 "역린(현빈)" 공식 협찬

영화 "상의원" 소품 협찬

KBS 드라마스페셜 "곡비" 협찬

2015

MBC 드라마 "빛나거나 미치거나" 공식 협찬

MBC 드라마 "화정" 공식 협찬

2016

KBS 드라마 "장영실" 공식 협찬

영화 "해어화" 공식 협찬

MBC 드라마 "옥중화" 공식 협찬

명동 신세계 면세점 나스첸카 브랜드 런칭

KBS 드라마 "구르미 그린 달빛" 공식 협찬

영화 "덕혜옹주" 공식 협찬

2017

평창 알펜시아 면세점 나스첸카 브랜드 런칭

MBC 드라마 "역적 : 백성을 훔친 도적" 공식 협찬

MBC 드라마 "군주" 공식 협찬

서울 플라자 호텔 1층 작품 전시회

KBS "7일의신부" 상투관 외 전통장신구 협찬

SBS "엽기적인그녀" 노리개.가락지 협찬

tvN 드라마 "명불허전" 공식협찬

압구정 갤러리아 명품관 1층 팝업 스토어 행사

압구정 갤러리아 명품관 VVIP 용 PSR ROOM 전시

KBS 드라마 "흑기사" 공식협찬

2018

영화 "조선명탐정3" 공식협찬

TV조선 "대군- 사랑을 그리다" 공식협찬

영화 "안시성" 공식협찬

영화 "공조" 공식협찬

영화 "킹덤" 공식협찬

영화 "여곡성" 공식협찬

TvN드라마 "백일의 낭군님" 공식협찬

영화 "창궐" 공식협찬

2019

MBC "신입여사관 구해령" 공식협찬

tvN "아스달 연대기" 공식협찬

JTBC "조선혼담공작소 꽃파당" 공식협찬

TvN 드라마 "왕이 된 남자" 궁중소품 공식협찬

NETFLIX "킹덤" 공식협찬

2020

NETFLIX "킹덤" 시즌2 공식협찬

JTBC 드라마 "쌍갑포차" 공식협찬

SBS 드라마 "더 킹:영원의 군주" 공식협찬

tvN 드라마 "철인왕후" 공식협찬

KBS 드라마 "달이 뜨는 강" 공식협찬

2021

TvN "어사와 조이" 비너 스토리텔링 및 소품협찬

MBC "옷소매 붉은 끝동" 공식협찬

KBS "달이 뜨는 강" 공식협찬

NETFLIX "킹덤 Kingdom : 아신전" 공식협찬

Thank you.

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Official english website : en.naschenka.com

Etsy Marketplace : www.etsy.com/shop/NASCHENKASouthKorea





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