

SOF ATELIER

FEB '26

SOFIA SCHATZ



SOF ATELIER  
HANDCRAFTED UNIQUE JEWELRY  
by Sofia Schatz

Sof Atelier was founded by Sofia Schatz, and reflects Sof's background. Originally from Argentina, but grew up in the Netherlands. Every year since little she returns to her home country where she encountered brands that stay close to the handmade process and where craftsmanship is still truly valued.



During one of these trips, she found a handcrafted ring from a jewelrt design, it was raw, big texture and something unique. Later she lost this ring in the Netherlands and was unable to find something similar there. That moment became her inspiration.. She decided to create her own jewelry, drawing inspiration mainly

from Argentina and from the uniqueness of an entire handcrafted process. It started as creating pieces for herself and friends, ultimately in February 2024 she decided to launch her own brand, Sof Atelier.



Sof Atelier aims to grow into a jewelry brand that truly values art, and the process of handmade creation and craftsmanship. The long-term vision is to build a brand where the process is just as important as the final piece, where time, skill, and human touch are visible in every design. By embracing traditional techniques, where forms are organic or imperfect, Sof Atelier seeks to create jewelry that feels personal and meaningful rather than mass-produced.





Craftmanship



Texture



Authenticity



Tradition



Origin

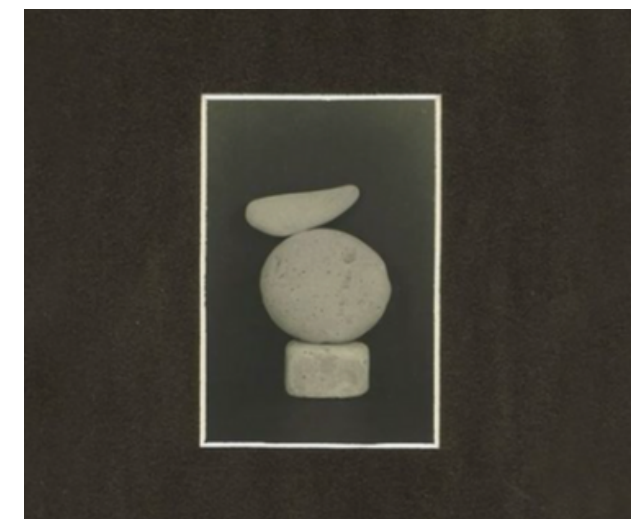


Simplicity



Sof Atelier reflects Sofia's lived experiences, personal stories, important people and moments that shaped her and her journey. Each piece embraces a memory or a feeling that Sofia translated into a form. Through design, texture, and imperfection, these stories are transformed into something tangible, something that can be worn and carried forward.

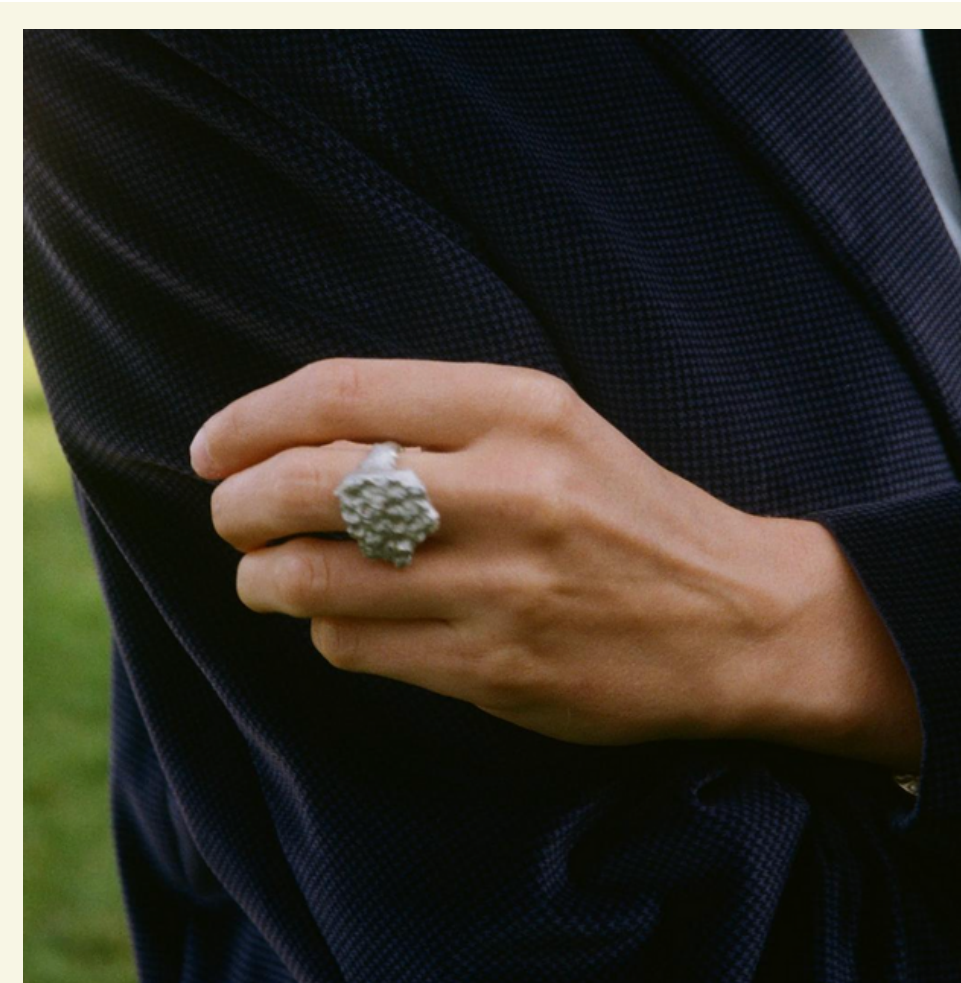
The brand is warm, chaotic, creative, and ambitious, just like Sofia herself. Her designs are raw and soft, each piece shows this contrast; rough and polished at the same time. Since Sofia it is not about perfection, but about authenticity. This way Sof Atelier reflects lived moments, places, cultures and memories, through jewelry



Sof Atelier creates jewelry that carries meaning beyond its form. Each piece is created as a reflection of a story into wearable form through craftsmanship.

Customers can rely on Sof Atelier to offer jewelry that is fully handmade, that is authentic and guided by feelings rather than trends. Every design is made with care, and expressing the process as much as the outcome.

Sof Atelier promises a personal connection: jewelry that feels authentic, real, and timeless





**1. "I want jewelry that feels personal, not mass-produced."**

Customers want to wear something that feels unique and meaningful, not something they see on everyone else. Sof Atelier offers a small stock of handmade pieces shaped by story and emotion rather than trends.

**2. "I want jewelry that represents a moment, journey, or part of who I am."**

They are not just buying jewelry for decoration, they want something that reflects their identity, memories, or growth. Sof Atelier translates lived experiences into wearable pieces.

**3. "I want quality materials that last, not fast fashion jewelry."**

Customers look for silver that does not quickly break or lose its value. Sof Atelier focuses on durable materials and careful craftsmanship.

**4. "I want to support craftsmanship instead of factory production."**

They care about how things are made and prefer to invest in work created by human hands, not machines.

**5. "I want jewelry that feels artistic and expressive, not overly polished or generic."**

They are drawn to organic shapes, texture, and raw beauty, jewelry that feels like art rather than a perfect copy.

- **Age:** 25-30 years
- **lifestyle:** creative, appreciates culture, loves fashion, but not big trends. Appreciates craftsmanship a lot, same for art, design, and unique pieces. Style is effortless and chic; natural materials, calm colour palette, strong forms.
- **Shopping:** loves boutiques in Amsterdam like Moise, Carmen, Afura, Velour. Small concept stores, small ateliers.
- **Budget:** medium, sees jewellery as an investment, and is willing to pay more for quality and meaning.
- **Trigger purchase:** pieces for herself, as a gift, or because it is a unique piece/ design.
- **What prevents her from buying:** prices, not sure when it comes to sizes and measurements, limited stock





COMPETITORS

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