

*Icy Mouse*  
PARIS

CONTEMPORARY JEWELRY  
MADE OF CONCRETE

2024 Press kit

Discover the appeal of an unconventional material:

concrete



An astonishing creative approach  
for exceptional jewelry



# The brand Icy Mouse

Icy Mouse jewelry is dedicated to anyone who wants to stand out from the crowd and assert their personality with contemporary, original, handcrafted jewelry.



Concrete, a raw and mineral material, is sublimated in artistic jewelry with graphic lines, combining with gold, silver, glass, metal, or more organic materials such as sand, slate or shells.

Each piece is the fruit of a particular creative process, which makes these jewels unique.

## Playing on contrasts

Icy Mouse jewelry is inspired by architecture, abstract art and nature, revealing an aesthetic universe that plays on contrasts between colors, textures and shapes.



# Concrete

Lightweight (lighter than glass!) and versatile, it's ideal for creating jewelry that's both modern and timeless.



A strong aesthetic proclamation:  
highlighting a rough material



Depending on how it is worked, it can present **different textures**, ranging from a rough, mineral appearance, if natural and lightly sanded, to a polished, dark aspect, like a precious volcanic stone, if tinted black throughout and varnished.

The designer's approach is to constantly seek new ways to **sublimate this singular material** in association with carefully chosen decorative elements, whether precious like gold or silver leaf, evocative of architecture like metal or glass, or more natural like sand, shells or slate.

# Markers

## **A deliberately *singular* positioning**

Thanks to its innovative creative approach, Icy Mouse jewelry presents an atypical aesthetic which is a deliberate departure from traditional jewelry.



## **A quest for *simplicity***

Uncluttered design and simplicity of form, including in the finishes, are the hallmarks of Icy Mouse jewelry, which creates an artistic universe akin to geometric abstraction.



## **A connection with *nature***

The composition of concrete (a 100% mineral material), the shapes used, sometimes evoking pebbles, and the alliance with materials such as sand, slate and shells, position these jewels in an aesthetic in close connection with natural elements.



# The designer's background

Nathalie de Parseval is a self-taught jeweller, with an initial career as a biology researcher, but she also has a very varied artistic background: photography, photograms, graphic poetry, collages and painting. Four years ago, jewelry emerged as a new mode of expression, enabling her to convey her artistic universe in a more personal, intimate way. She then created her own jewelry brand, "Icy Mouse". She was awarded Artisan d'Art status in 2022.



## Experimentation at the heart of the creative process



After experimenting with several materials, she chose concrete for its aesthetic qualities, versatility and capacity to surprise.

Her scientific training has enabled her to develop her own techniques through experimentation. Indeed, as the use of concrete for small-scale artistic pieces was an almost unexplored field, everything had to be invented.

She makes all her pieces entirely by hand in her Paris workshop. There, she makes her own molds from shapes she draws or objects she hijacks. There, she pours the concrete, works the pieces once the concrete has hardened, and assembles them into jewelry.

# Our brand values

## **A brand 100% made in Paris**

Icy Mouse creations are made in our Parisian workshop in the 11th arrondissement. The brand has held the "Fabriqué à Paris" label since 2022.



## **Respect for the environment**

The designer attaches great importance to the origin of the materials used to make her jewelry, and whenever possible tries to buy from French or European suppliers to limit the carbon footprint of her creations.



## **An entirely handmade manufacturing process**

As each piece is handmade one by one, they are unique!

Small irregularities on the pieces bear witness to the artisanal manufacturing process and the mineral nature of the concrete.



# The collections

Icy Mouse offers several collections, with necklaces, rings and earrings.

**Isaure collection:** Grey concrete and fragments of gilded shells



**Diane collection:** Black concrete, sand and silver leaf



**Molène collection:** Grey concrete and fragments of natural shells



**Laetitia collection:** Black concrete and fragments of white glass



**Inès collection:** Grey concrete, sand and gold leaf



**Justine collection:** Black concrete and gilded crystals



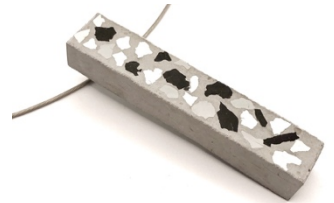
**Bulle collection:** Grey concrete and golden hollow



**Patti collection:** Black or grey concrete Kintsugi style



**Caroline collection:** Grey concrete and black, white, grey paint chips



**Milena collection:** Black concrete and silver leaf



**June collection:** Grey concrete and glass fragments



**Alice collection:** Black concrete, slate fragments and silver leaf



**Luna collection:** Grey concrete and gold leaf



**Moïra collection:** Grey concrete and aluminium spiral



**Paloma collection:** Grey concrete, central hole with brass pins



Icy Mouse also makes custom jewelry.

# Contact

## Icy Mouse

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