

****Press Release****

****For Immediate Release****

**** Project 23: A Revolutionary Jewelry Collection Embracing Sustainability****

Berlin, 1 July 2025 — Upcycling Phenomenon, a Belgian brand by designer Frédéric Bryon, is thrilled to announce the launch of Project 23. This innovative jewelry collection, crafted from 23 kilometers of recycled fusion energy plant cooling pipes, features exquisite bangles, earrings, and rings. It represents a harmonious blend of traditional craftsmanship and cutting-edge techniques.

Project 23 is a testament to the beauty of sustainability and conscious consumerism. Each piece reflects the story of its materials, showcasing the brand's commitment to transforming discarded objects into high-value, artful designs.

"As a designer, my mission is to inspire mindful consumption and demonstrate that beauty can be found in unexpected places," says Frédéric Bryon. "Project 23 is not just a collection; it's a movement towards a more sustainable future."

Upcycling Phenomenon redefines design by incorporating upcycling, converting materials that have lost their utility into new, higher-quality items. With over 12 years of experience, the brand emphasizes sustainability and the art of giving objects a second life.

For more information about Project 23, please visit www.upcyclingphenomenon.com

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