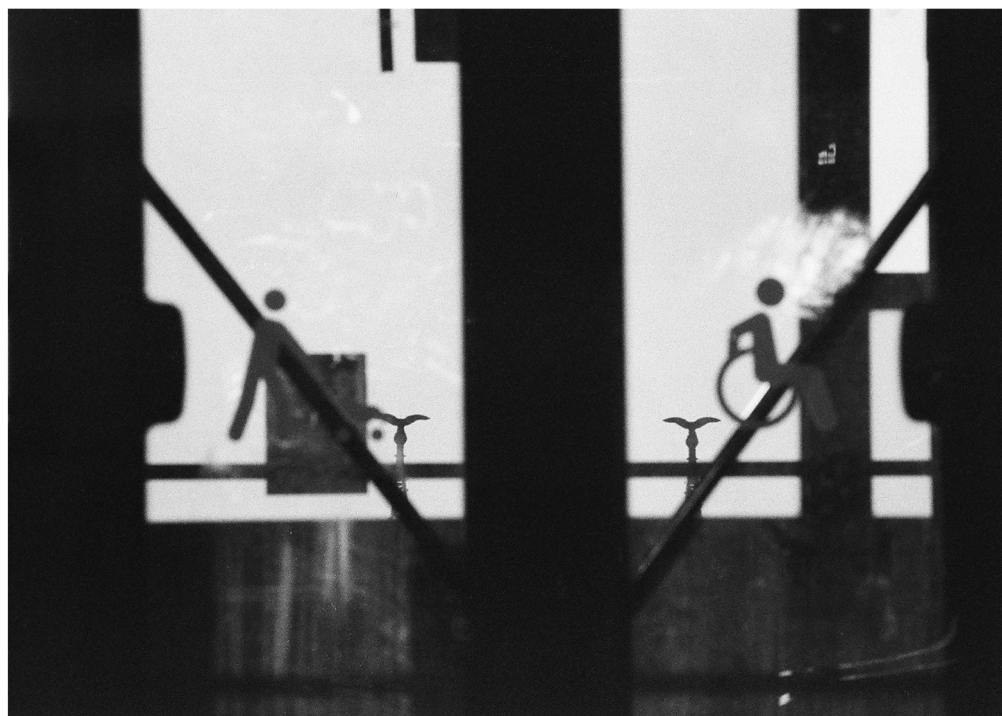


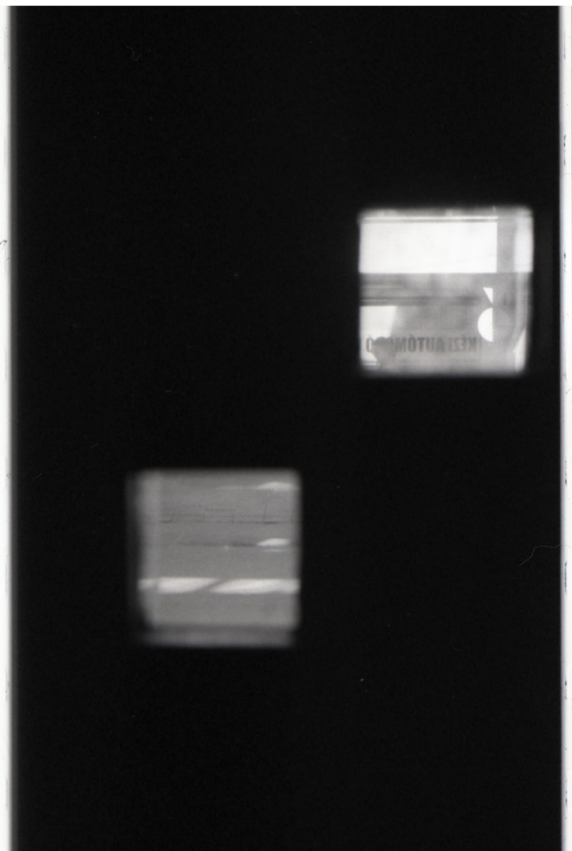
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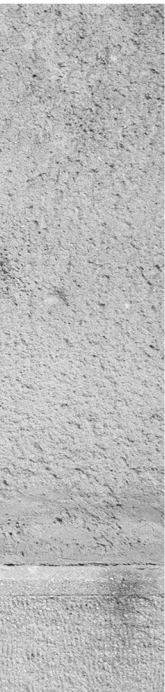












Interview

Kusho from Feather Pendants met me in Facetime call to talk about his Project and now Business, Feather Pendants.

GG: Could you introduce yourself and explain how you started out in the business?

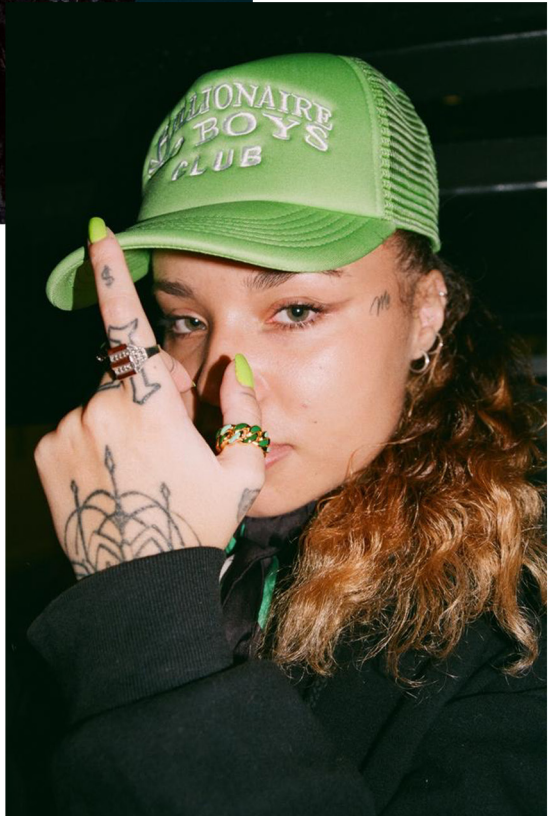
FP: Hi, I'm Kush Shah, 22 from London. Feather Pendants was born out of a £5 note! I bought some jewellery with the intention of filling a gap in the market for affordable streetstyle jewellery. After that we continued to constantly evolve and make higher quality products until we elevated FP into the global jewellery brand it is today.

GG: How do you differentiate your products from other companies? What makes them special?

FP: I want to make pieces that nobody has seen before! Change people's views on materials used to make jewellery and add a splash of colour into a grey and gold world of jewellery!

GG: Did you ever feel like you won't make it?

FP: There have been points when I've had my head in my hands with no way out trying to secure that bag and save my business! But persistence, determination and constantly pushing boundaries helped me overcome my struggles.



GG: What was the most surprising place you saw your Jewellery?

FP: It was when I went on a night out in London I turned around in a circle to see every single person representing a piece from our brand!

GG: What your dream in the future?

FP: My dream is to be on the hands and fingertips of the world with our jewellery reaching the four corners of the world!

GG: What is your next project?

FP: I am building something that will take the jewellery industry by storm and make everybody confused as we disrupt the industry! It is top secret but more information will be revealed soon.

GG: Who is or who was your biggest inspiration?

FP: My biggest inspiration would be my team and everything around me!

GG: What would you advise for people who want to make their own project?

FP: Persistence, Constantly aim to elevate and just never give up!

