



SYMBAT SEITENOVA - ZORÁ

ARTIST BIOGRAPHY

Symbat is the visionary founder and designer behind ZORÁ, a contemporary Kazakh jewelry brand that bridges ancestral nomadic traditions with intellectual modern design. Deeply inspired by her family heritage, she creates meaningful fine silver amulets and jewelry pieces that serve as everyday cultural codes for modern individuals.

The story of ZORÁ began with Symbat's profound childhood memories of her beloved grandmother (ajé) named Zora. Watching her grandmother remove heavy, traditional copper rings before doing household chores sparked a lifelong fascination with the language of Kazakh ethnic ornaments. Driven by a desire to preserve and modernize this fading nomadic aesthetic, Symbat founded ZORÁ, naming the brand in honor of her grandmother's memory. Preferring to let the craftsmanship and heritage take center stage, Symbat works behind the scenes, overseeing production and design in Almaty, Kazakhstan. Her collections?featuring iconic symbols like the Yurt, Shanyraq, and Qamshy?reinterpret ancient protective



talismans into sleek, rhodium-plated sterling silver jewelry for the contemporary urban lifestyle.

