

## Outhouse Marks 13 Years with ‘Alchemy’ — A Transformative Pre-Fall Collection

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### This Gen-Z-favoured jewellery brand rings in its 13th year with a pre-fall collection

For over a decade, **Outhouse Jewellery** has redefined the boundaries of luxury adornment with its bold, experimental aesthetic. Now, as it steps into its **13th year**, the brand unveils *Alchemy* — a pre-fall commemorative collection that fuses mysticism, transformation, and timeless design into a powerful statement of evolution.

#### ? **Alchemy: The Sacred Number Thirteen**

Long misunderstood, the number 13 is reclaimed in this collection as a **symbol of the goddess, lunar cycles, and sacred change**. “Alchemy is born from the fusion of two distinct energies transmuting into something new,” says co-founder **Kaabia Grewal**. “It reflects our mirrored yet contrasting spirits — each a unique metal in its own right, but together creating an alloy stronger and more luminous.”

#### ? **The Koko Bug: A Symbol of Transformation**

The collection’s central motif, the **Koko bug**, becomes the philosopher’s stone of *Alchemy*. It shapeshifts into multiple forms — safety pin, seahorse, snake, shell — each holding symbolic meaning. “Identity is never fixed but forged and reforged,” Kaabia explains. “Every motif becomes an alchemical sigil, carrying within it the many selves we inhabit.”

#### ? **Wearable Experiments in Form & Fusion**

The capsule spans **40–45 designs**, ranging from earrings and necklaces to belts, handwear, and couture statement accents. At its core lies the **Koko Klutch series**, which transforms the bug emblem into striking silhouettes: the **Koko Runway wingspan**, the **Koko Bug Bag**, the **Koko Aeronaut**, and the **Rebel Tote**. Each piece plays with scale, structure, and sensuality, embodying Outhouse’s reputation for experimental luxury.

#### ? **A Palette of Elements**

The collection opens with the elemental union of **gold and silver** — sun and moon — before dissolving into **crystal, glass, and iridescent resin**, echoing the fleeting transition of water into steam. The story then grounds itself with a **deep maroon stone series**, adding visceral weight to the collection’s alchemical journey.

With *Alchemy*, Outhouse once again proves why it is a **Gen-Z and millennial favourite**, crafting **future heirlooms** that balance raw energy with refined craftsmanship.

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