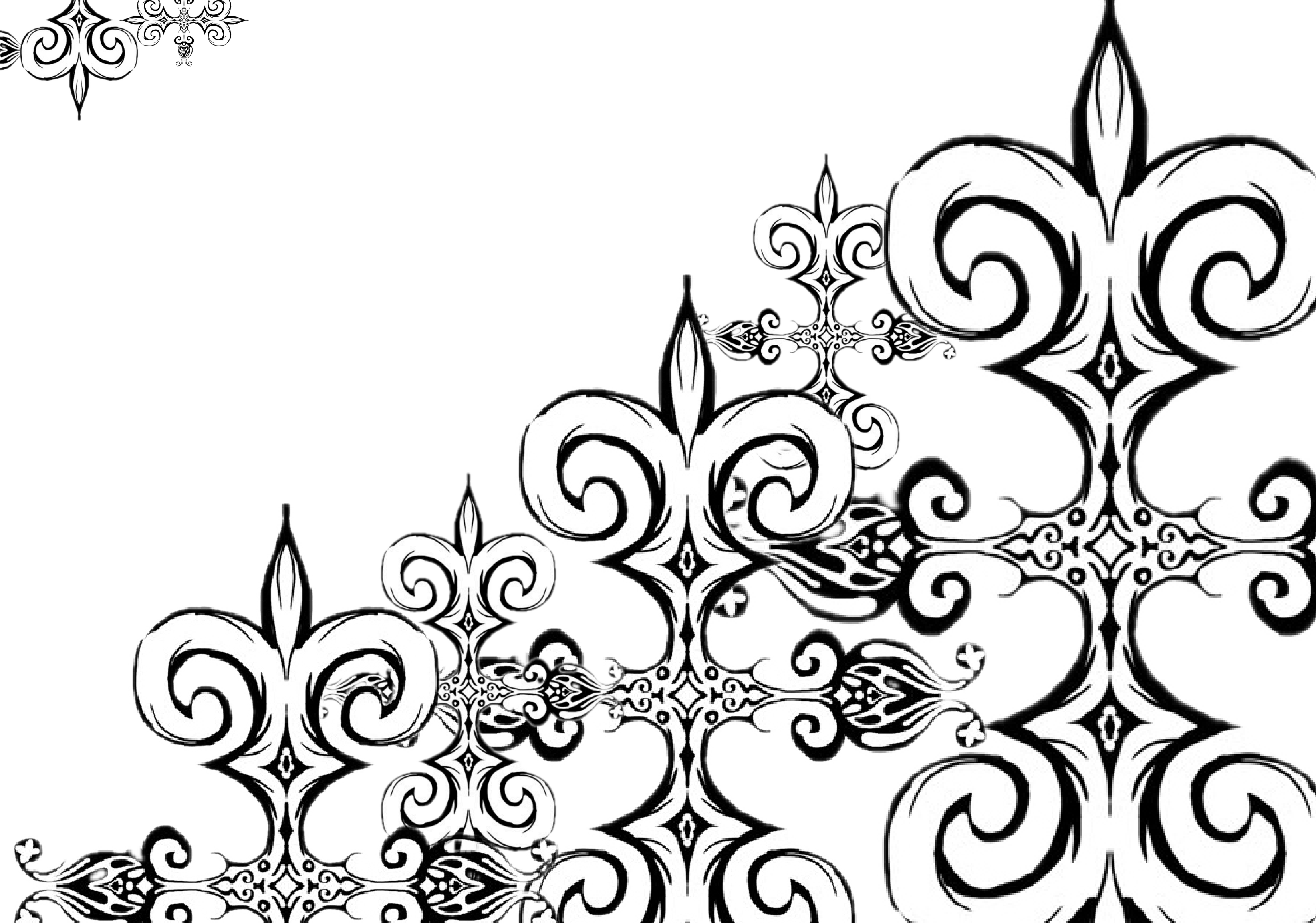
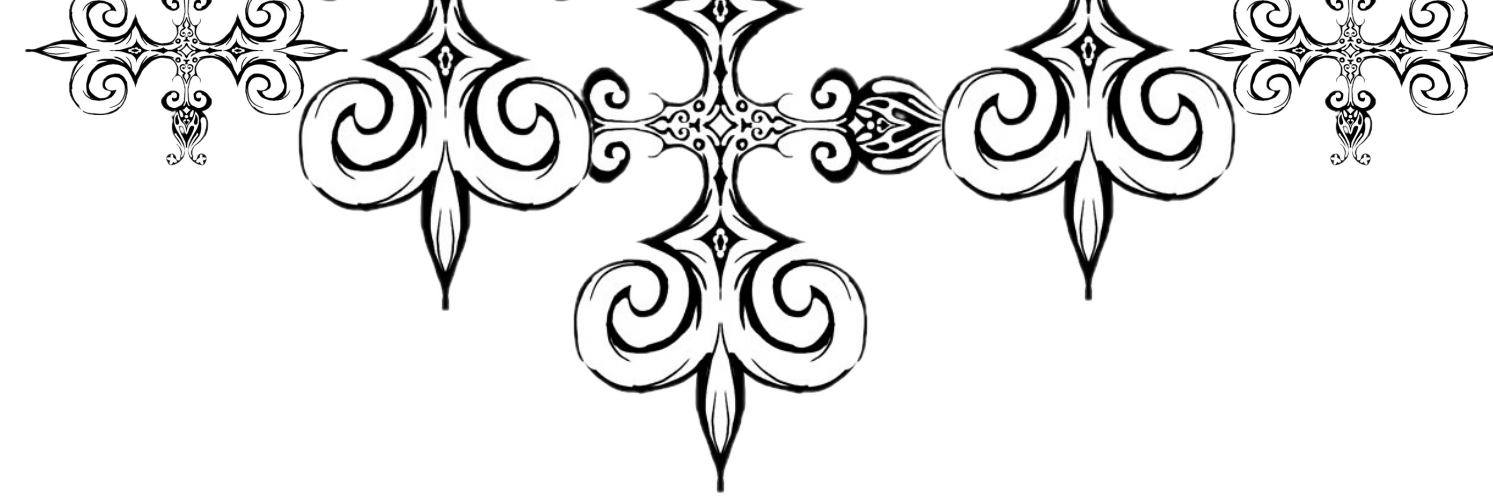
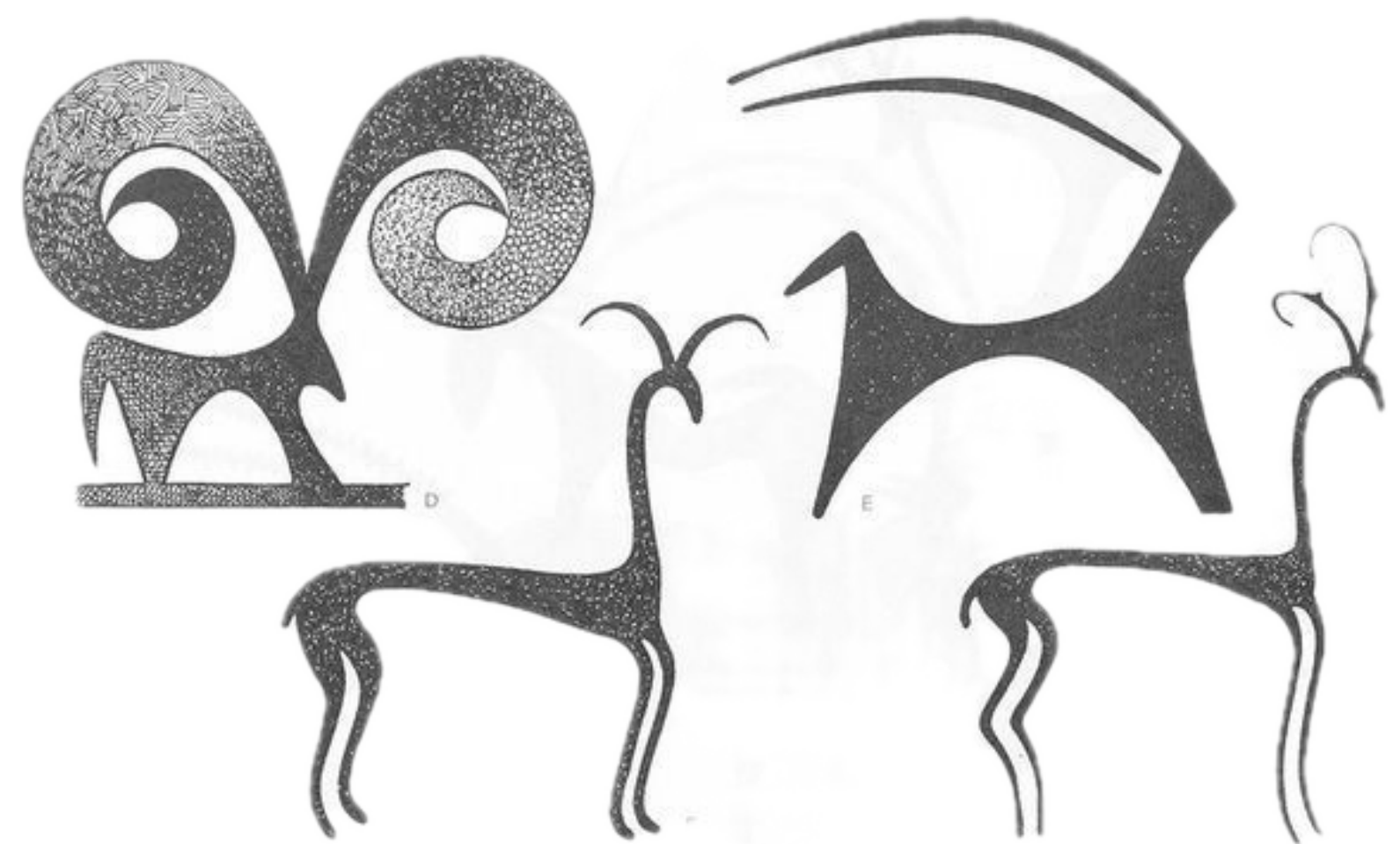




ACCESSORY DESIGN

BY LAISIM





A VERTICAL BAND OF NATIONAL PATTERNS

KOSHKAR-MUIZ

КОШКАР-МУИЗ

The Koshkar-Muiz motif, meaning “ram’s horns” in Turkic languages, is a traditional ornamental design rooted in the nomadic cultures of Central Asia, especially among the Kazakh people. Inspired by the spiral shape of a ram’s horns, the motif symbolizes strength, masculinity, fertility, and protection—qualities highly valued in societies that relied heavily on livestock. Over generations, this animal-based form evolved into a stylized and abstract pattern used in textiles, jewelry, embroidery, architecture, and other crafts. While it appears decorative, the design holds deep cultural meaning, reflecting the close relationship between humans, animals, and nature in Turkic nomadic life.

ORIGIN



- Cultural Roots

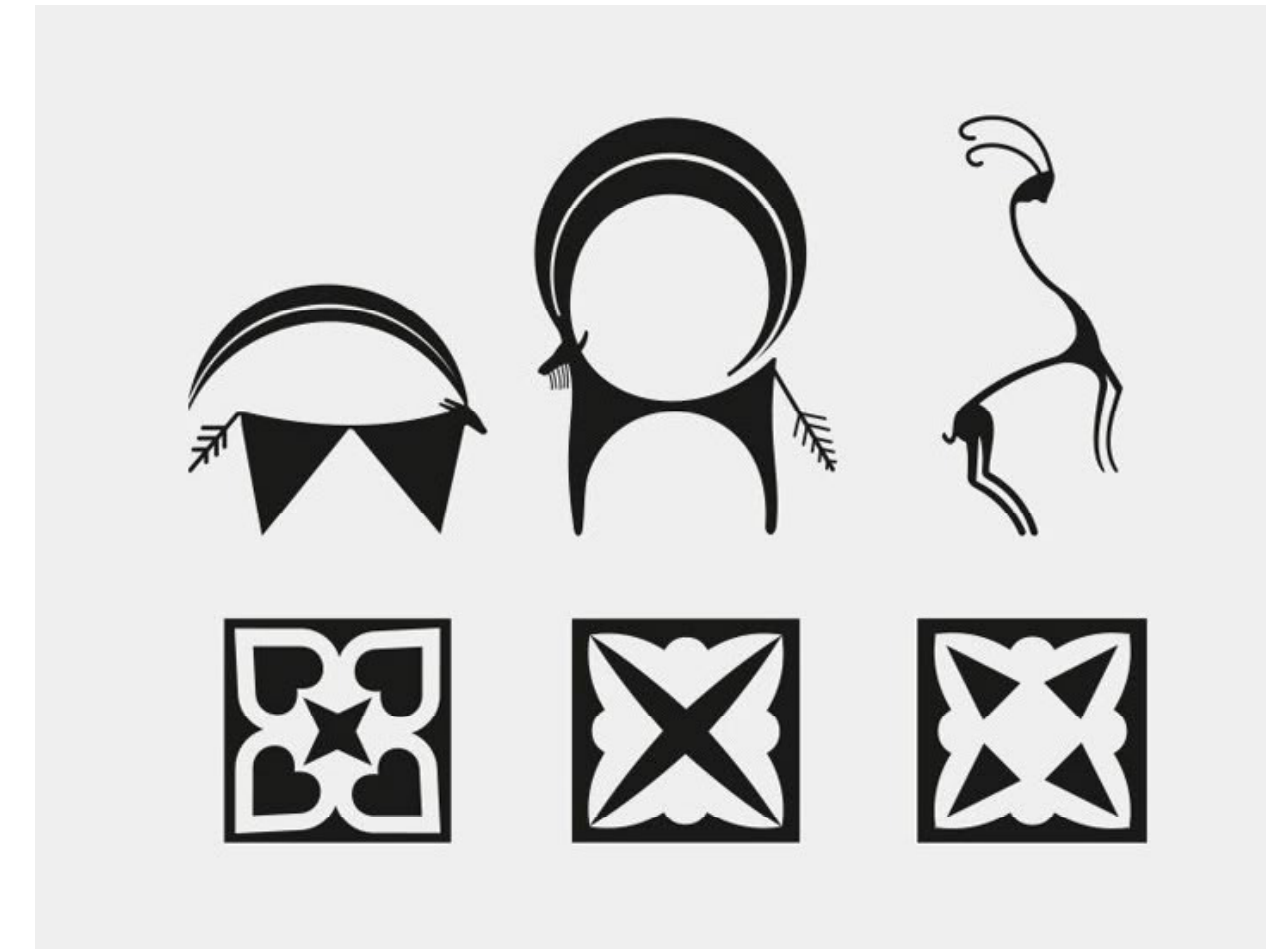
It comes from the pastoral and nomadic traditions of Central Asia, where sheep and rams were central to life—providing food, clothing, and status.

- Symbolism

The ram was a symbol of strength, courage, fertility, and prosperity. The horn, in particular, represents power and endurance.

- Ancient Usage

This motif has been used for centuries in carpets, jewelry, embroidery, weapon design, and architecture.



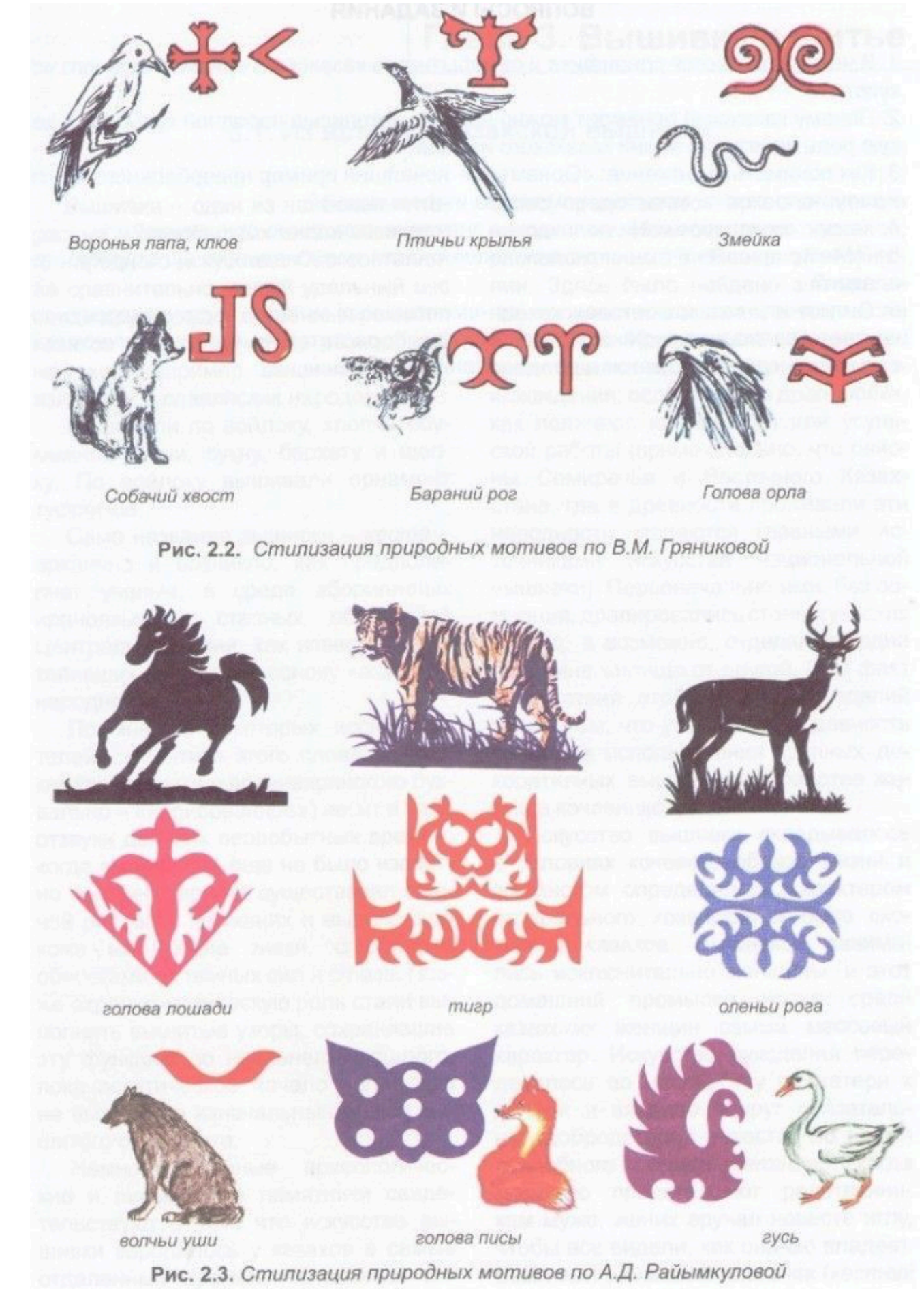


VISUAL MEANING

- The Koshkar-Muiz usually appears as a spiral or curved horn-like pattern, often mirrored or repeated.
- It reflects balance and symmetry, and sometimes resembles waves or floral curves, depending on the artistic interpretation.

CULTURAL SIGNIFICANCE

- It's considered a protective symbol—used to ward off evil and bring blessings.
- In design, it often merges with other Kazakh or Turkic patterns, showing the interconnectedness of nature, animals, and spiritual beliefs.

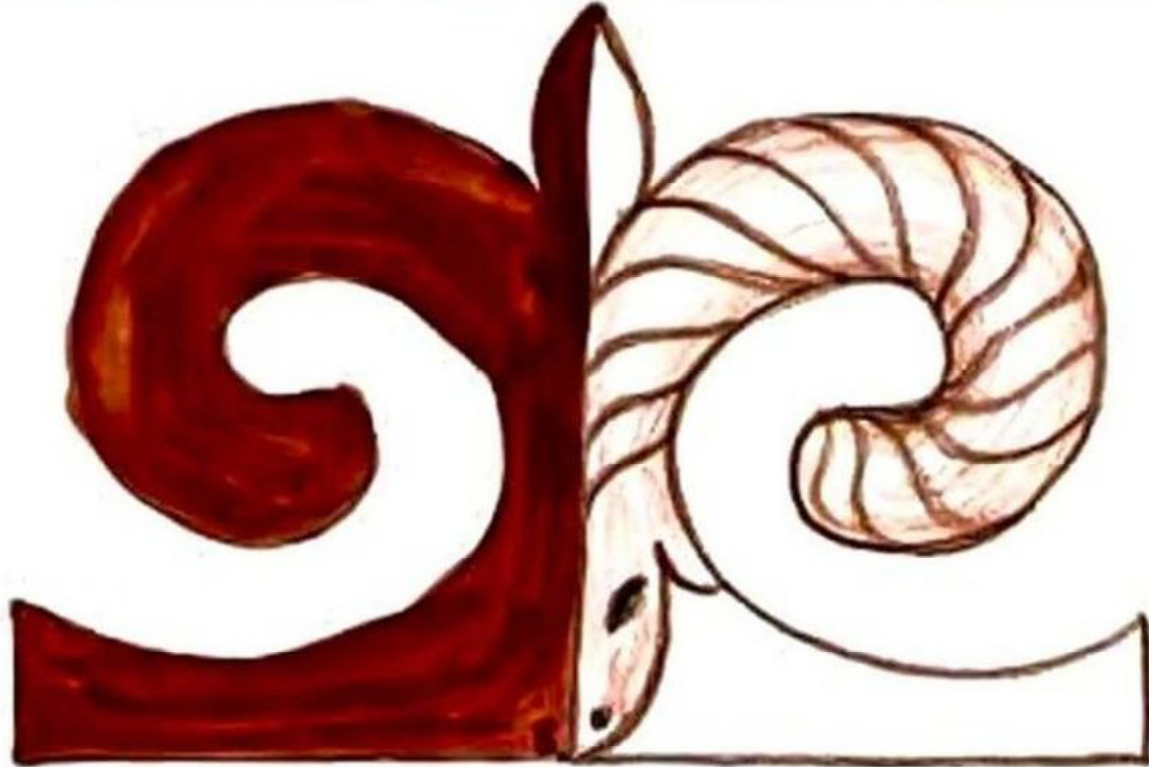




REFLECTS NATURAL SYMMETRY AND PATTERNS

The Koshkar-Muiz motif, meaning “ram’s horns,” is deeply connected to nature through its inspiration from the spiral shape of a ram’s horn—an animal vital to the nomadic Turkic lifestyle. This design reflects natural patterns found in animals, plants, and landscapes, symbolizing strength, fertility, and harmony with the environment. Its curving form mirrors the rhythms of nature and life cycles, embodying protection and continuity. Rooted in a culture that lived closely with the land, the motif serves not just as decoration but as a meaningful expression of the bond between people, animals, and the natural world.

7





THE COLLECTION

LAISIM

NEW YORK

COUTURE

2025-26

×

ACCESSORY DESIGN

JEWELRY




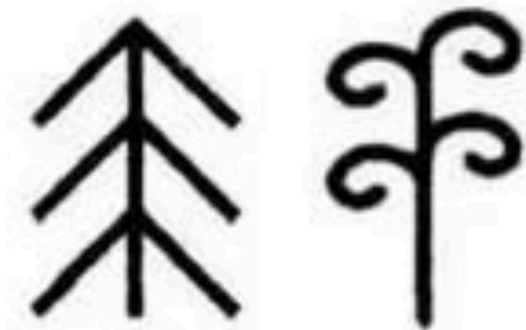
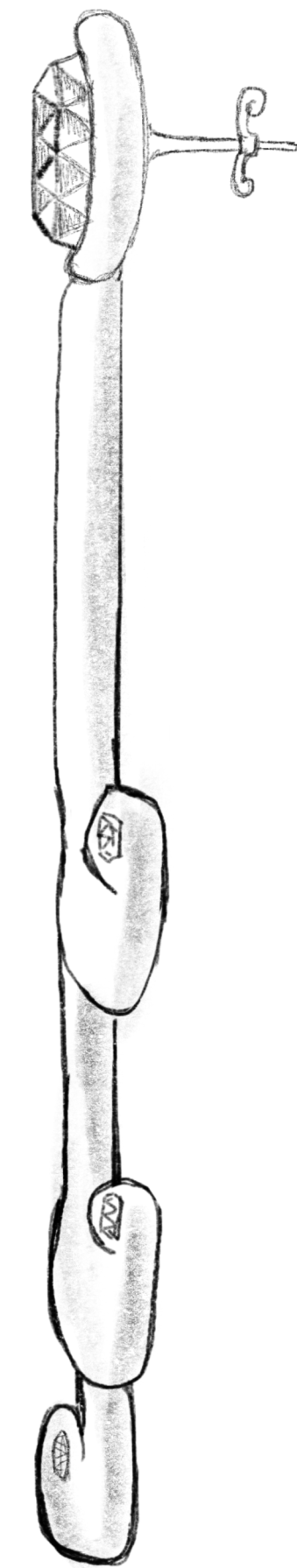
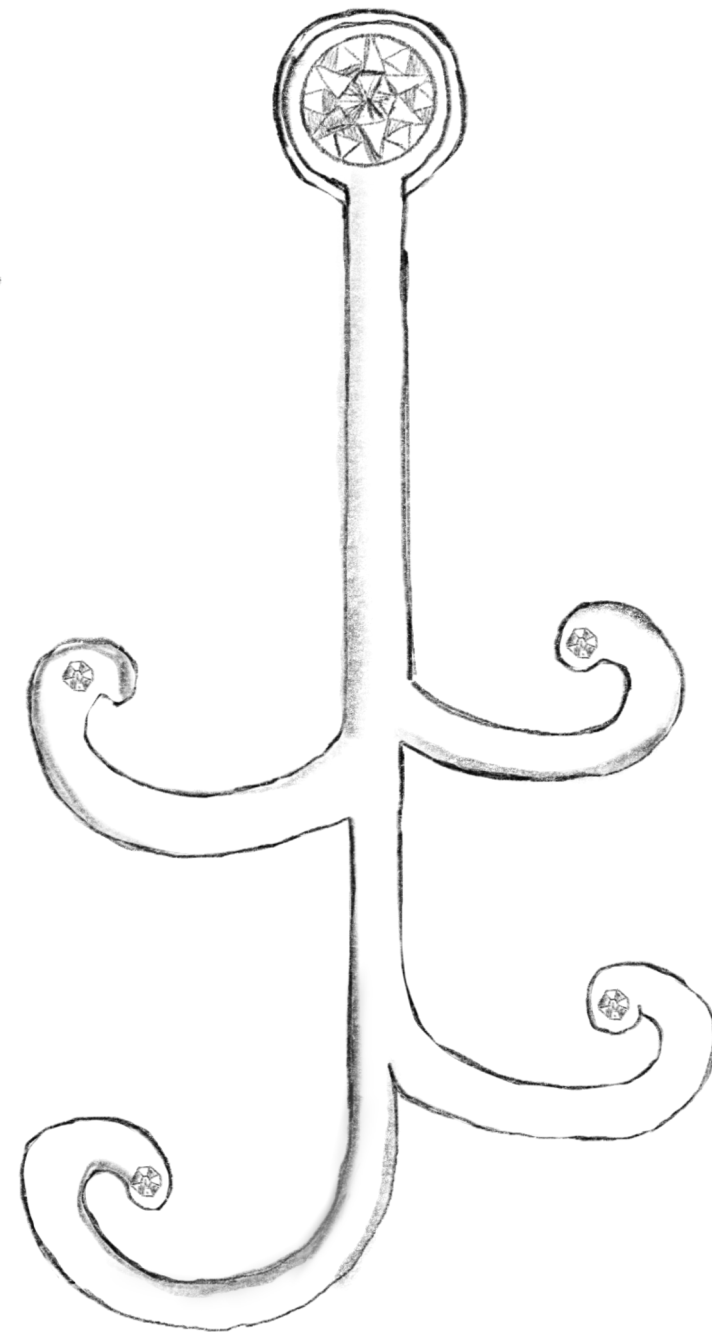
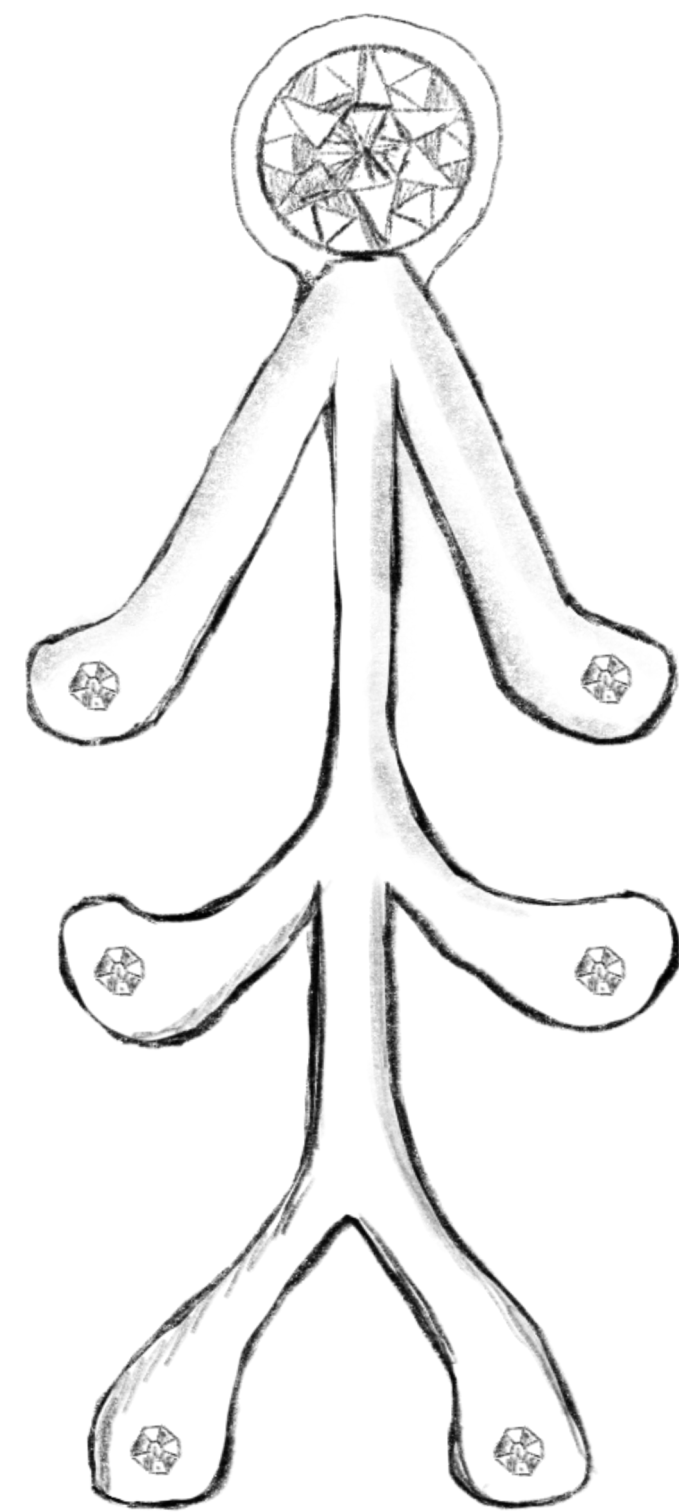
WATCH



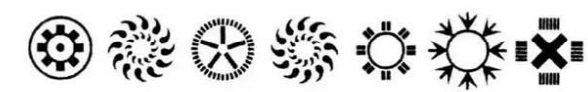
A poetic name that highlights both cultural and emotional meaning.

This jewelry design beautifully merges the Koshkar-Muiz motif with a heart shape, creating a powerful symbol that blends cultural heritage with emotional meaning. The Koshkar-Muiz, inspired by the curved horns of a ram, represents strength, resilience, protection, and connection to nature—all qualities valued in traditional Turkic culture. When combined with the heart shape, which universally symbolizes love, compassion, and unity, the result is a meaningful expression of both emotional and cultural identity. The intertwining forms reflect a balance between power and tenderness, suggesting that true strength also embraces love and vulnerability. This makes the jewelry not just a decorative piece, but a poetic statement of heritage and human connection.

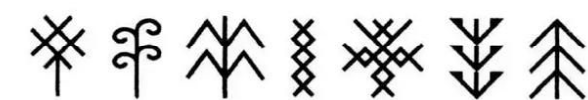




Ночное солнце



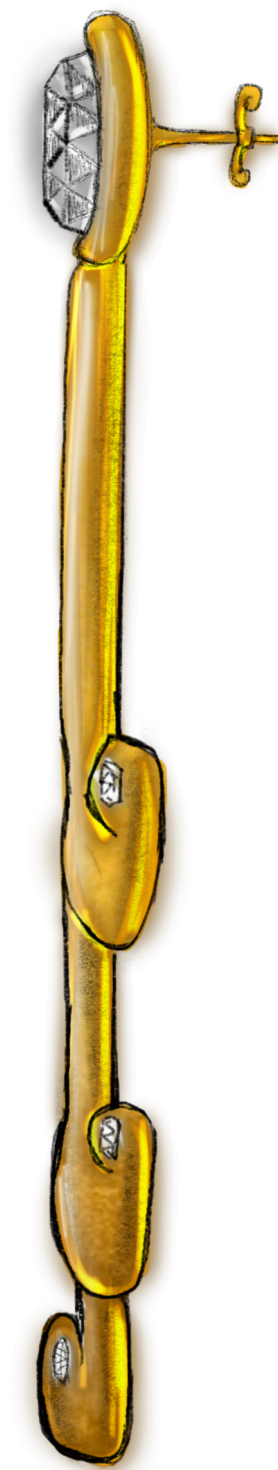
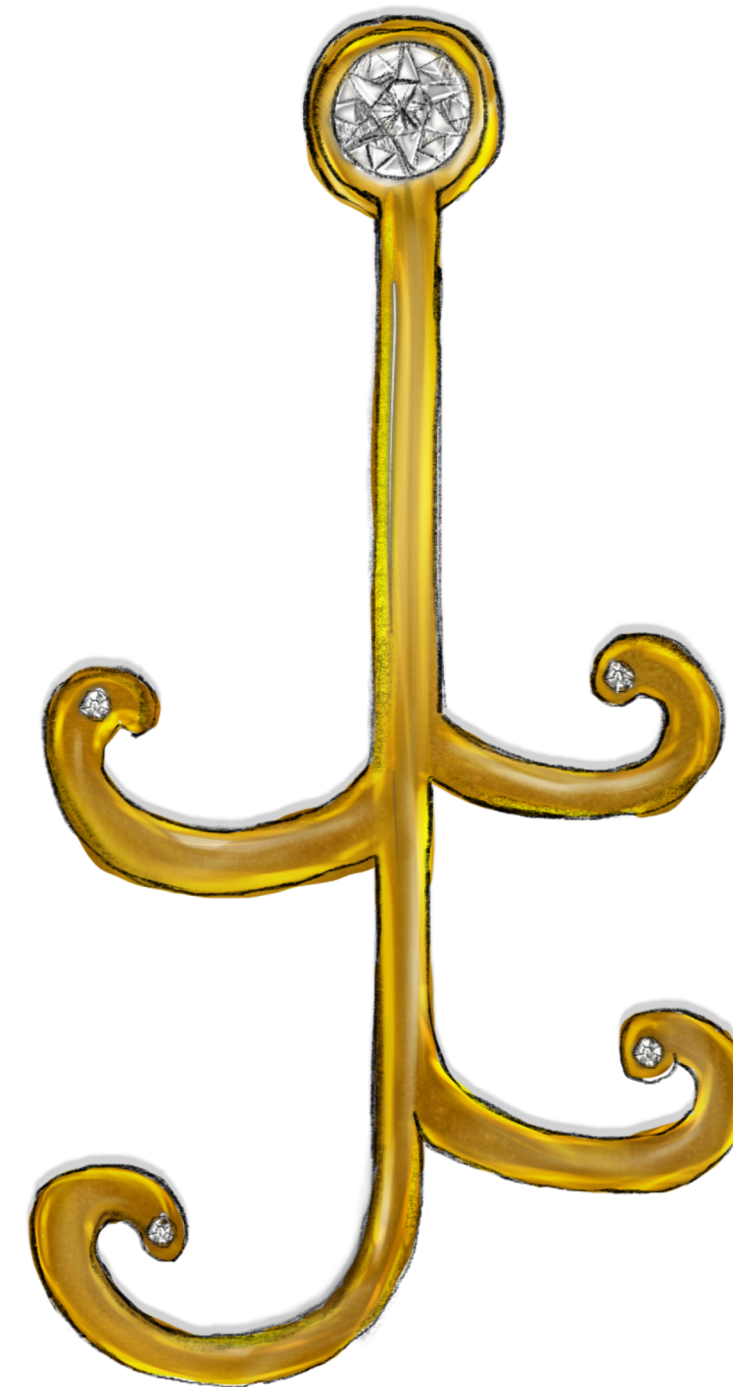
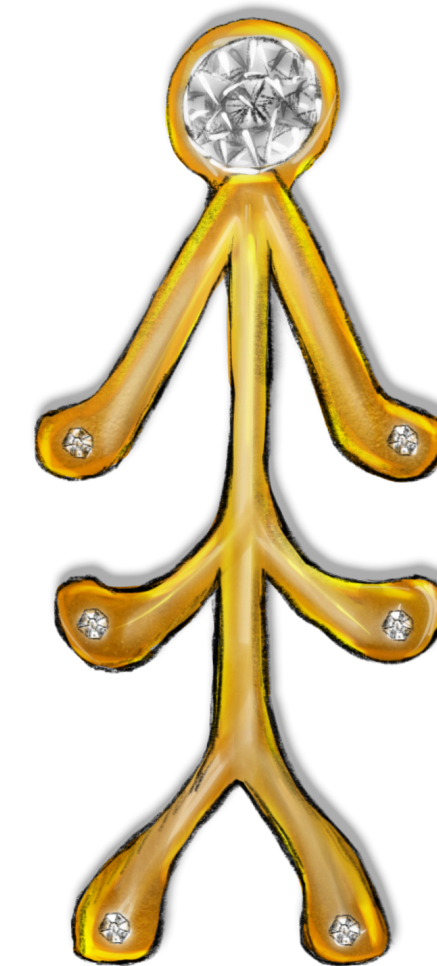
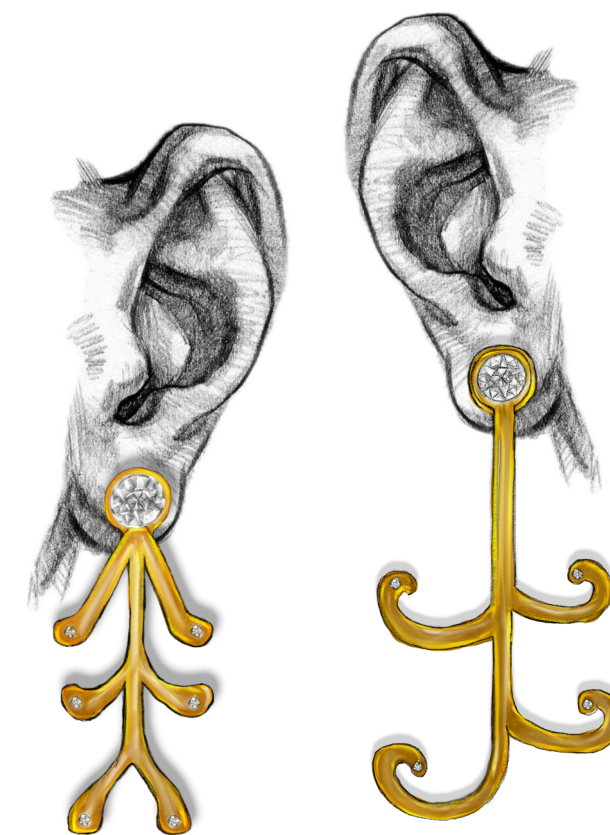
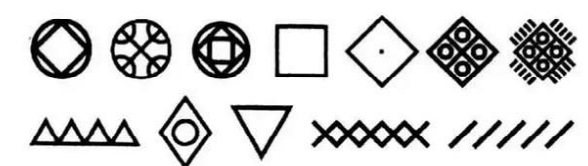
Древо жизни



Плодородие



Земля, поле



EARRINGS

"HORNLINE"

A fusion of "horn" and "line," reflecting the structure and origin.

This earring design is a modern reinterpretation of the Koshkar-Muiz motif, blending tradition with contemporary form. Inspired by the iconic spiral shape of the ram's horn, each curve and branch in the piece echoes the flowing energy of Kazakh heritage while evolving into a more linear and stylized silhouette that feels distinctly modern. The structure resembles a symbolic human figure or tree of life, suggesting strength, growth, and rootedness in culture. At the top of each earring sits a brilliant-cut diamond, acting as a radiant focal point—signifying clarity, resilience, and the spark of identity. The smooth gold finish and balanced symmetry make it a statement of both ancestral beauty and forward-thinking design, perfect for today's sophisticated wearer.





- Sun:
A golden sun with 32 rays is centered on the flag, symbolizing life, energy, wealth, and abundance. The rays are shaped like grain, representing prosperity.
- Steppe Eagle:
A golden steppe eagle in flight is positioned below the sun, symbolizing power, freedom, and the light to the future.
- Koshkar-Muiz Pattern:
A golden ornamental pattern called "koshkar-muiz" (horns of the ram) is placed on the hoist side, representing Kazakh art and culture, and the importance of goat and sheep herding.
- Design:
The flag was designed by Shaken Niyazbekov.
- History:
The flag was adopted on June 4, 1992, replacing the flag of the Kazakh Soviet Socialist Republic.



RINGS

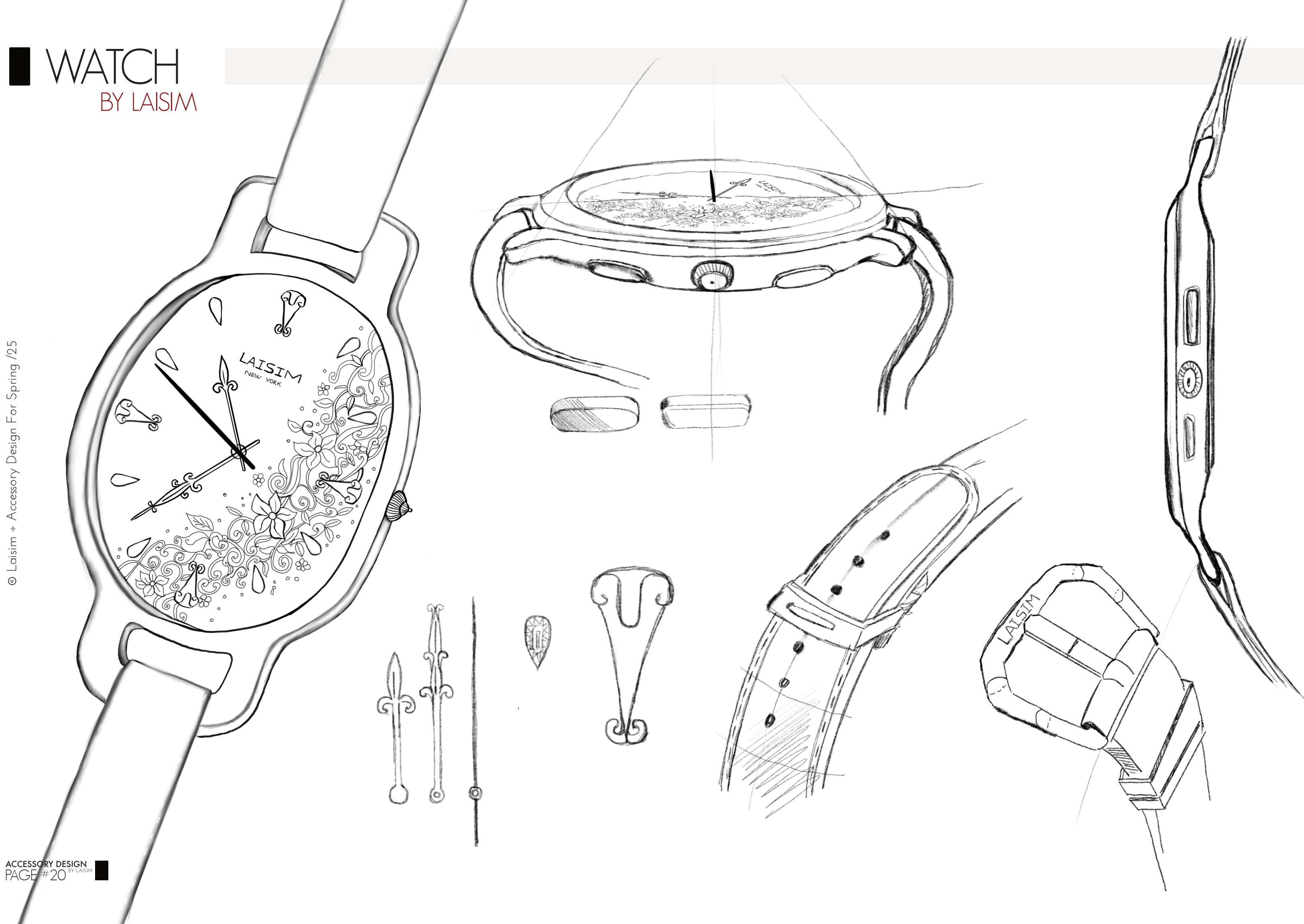
"SUN OF MUIZ"

A mystical, modern combination of both motifs.

This ring design is inspired by the traditional Koshkar-Muiz motif, a powerful symbol of strength and heritage in Kazakh culture. The elegant spiral curves at the center of the band reflect the ram's horn form, representing endurance, vitality, and cultural identity. At the heart of the ring sits a brilliant white diamond, symbolizing the sun from the flag of Kazakhstan—radiating light, clarity, and unity. Smaller diamonds lining the band add a sense of elegance and continuity, echoing the motif's timeless connection to nature and cosmic balance. By combining these elements, the design tells a story of tradition, resilience, and national pride, brought to life in a contemporary, luxurious form.



Code #R790



WATCH

"AURORA VINE"

Elegant and luxurious, referencing both light and floral curves..

This watch design is a poetic fusion of heritage and nature, inspired by the traditional Koshkar-Muiz motif reinterpreted through organic, floral shapes. The swirling, vine-like patterns within the watch face echo the elegant curves of the ram's horn, symbolizing strength, growth, and continuity. Delicate golden details and embedded diamonds are thoughtfully placed inside the dial, adding a sense of luxury and light, while also referencing the preciousness of cultural memory. The floral arrangement blossoms across the dial like a living ornament, making time itself feel rooted in beauty and tradition. This watch is not only a functional accessory but also a wearable tribute to nature, culture, and timeless elegance.







LIMITED EDITION

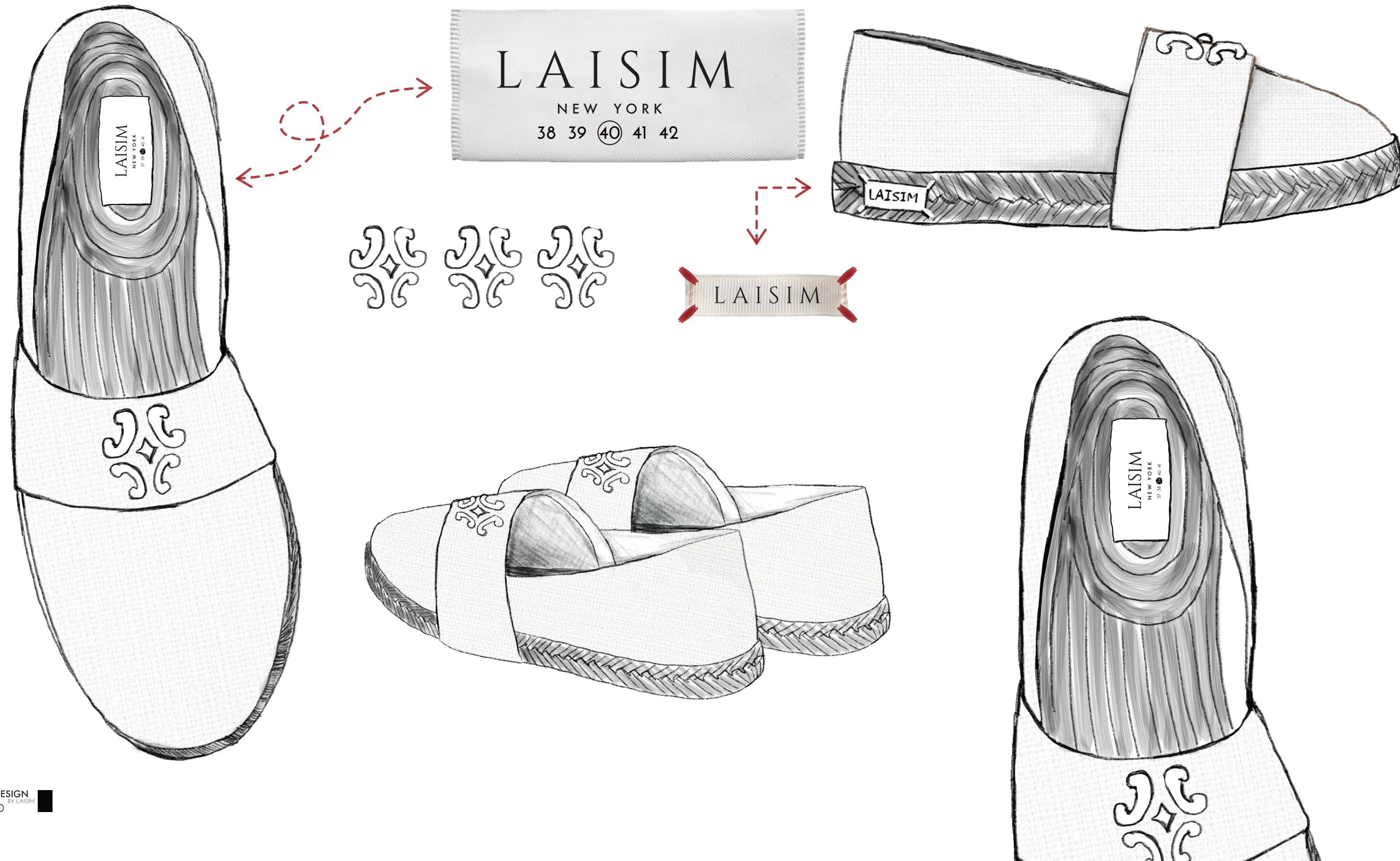
“AURORA VINE”

WATCHES

150 EXCLUSIVE MODERN DESIGNS

LAISIM SOEUNG VALIKHANOV

LAISIM
NEW YORK



ESPADRILLES

"SPIRIT WALK"

Suggests soulful movement inspired by ancestral motifs.

This espadrille design by LAISIM fuses comfort with cultural elegance, featuring a clean, modern silhouette enhanced by a bold, heritage-inspired motif. The pattern on the upper is derived from the Koshkar-Muiz, a traditional Central Asian symbol of strength, protection, and connection to nature—reimagined here as a contemporary emblem. Woven jute soles and a minimalist upper design reflect the casual luxury of espadrilles, while the placement of the motif adds a meaningful focal point, transforming the shoe into a wearable statement of identity and modern craftsmanship. Designed in New York, this piece brings tradition to the streets with effortless style and cultural soul.



LAISIM HEELS

"Golden Stride"

Suggesting empowerment and luxurious motion.

This elegant heel collection by LAISIM redefines cultural heritage through luxury fashion. Each pair is intricately detailed with golden accents inspired by the Koshkar-Muiz motif—its signature curled horn shapes symbolizing strength, tradition, and identity. The heels combine luxurious textures like shimmering gold, denim patterns, snakeskin, and deep jewel tones to create a dramatic visual impact. The ankle strap engraved with the LAISIM logo adds a personalized, couture finish. Designed to empower and elevate, these shoes are more than accessories—they are modern heirlooms, carrying ancestral beauty into the rhythm of today's runway and urban streets.





LAISIM
NEW YORK

