

“RICH IN GOLD”

“RICH IN HISTORY”

“RICH IN INSPIRATION”

Okromravali is Collection and represents wealth of Colchis. The archaeological objects are connected to the myth of the Golden Fleece, attesting that "Rich in gold" kingdom of Colchis really existed. What is a national Pride for Georgians.

Anatomy of symbol

Golden Fleece

(Gold, wealth)

History

Inspiration



The name of the collection is Okromravali, but the concept doesn't refer to gold only. That's why we chose three values that characterize the collection and are important for Georgians and for foreigners as well: "rich in gold"(okromravali), which reflects Golden fleece; "rich in history" (Istoriavravali), "rich in inspiration"(shtagonebamravali). These three notions are reflected in the history of Colchis and are presented in the logo with three symbols.

