

Boulevard

Welcome to our sparkleverse

We believe jewelry should be more than decoration. It should be a conversation starter, a mood, a little piece of armor you put on before you walk out the door.

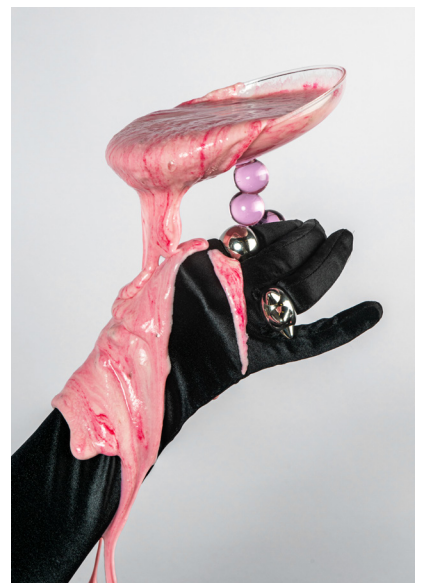
It's the chipped nail polish that still looks good, the lipstick you reapply in the back of a cab, the ring that feels like a secret handshake with yourself.

Boularde was born from the idea that the best style isn't perfect — it's personal.

We work with steel and silver because they last — and because they carry weight. Our designs are bold, a little raw, and always built around character. Real character - not the kind you buy or find in a box of cereal. The Boularde voice is confident but warm, daring but never cold. We love the contradictions — soft light and hard lines, elegance and mischief, comfort and edge.

It's not about fitting in. It's about feeling exactly like yourself, only turned up a notch. Every piece we make is an invitation to wear your story, your humor, your contradictions. *Not for an occasion. Not for approval.*





About us

It all started with curiosity, creativity, and countless hotel breakfasts filled with ideas that refused to stay on paper. We're Caroline and Ewa - two hands-on makers from Gothenburg, Sweden - who believe jewelry is the ultimate form of self-expression. Bold, personal, and unapologetic, it's the one accessory that can say everything without a word.

We met almost ten years ago and quickly discovered a shared drive: a mix of creativity, problem-solving, and optimism that makes ideas happen. Caroline thrives on analyzing numbers as much as aesthetics, while Ewa brings a visual eye refined through photography and design. Together, we turn inspiration into tangible pieces - jewelry made to be worn, layered, and lived in.

Boularde is about building confidence, celebrating individuality, and creating pieces that become part of your story. Every collection is hands on, thought through, and made with the same energy and self-assurance we bring to everything we do.



Materials

Stainless steel

Jewelry in stainless steel comes with many benefits. For the wearer, it's durable, hypo-allergenic, and resistant to tarnish—meaning your pieces stay beautiful with little effort. For your wallet, stainless steel offers timeless style at a fair price, making it an accessible choice without compromising on quality. And for the environment, its long lifespan and recyclability make it a more sustainable option compared to fast-fading alternatives.

Silver 925

Choosing jewelry in Silver 925 means choosing timeless elegance with real substance. For the wearer, it's gentle on the skin, easy to polish, and carries that unmistakable glow only true silver can give. For your wallet, it's a precious metal that balances luxury and accessibility—lasting value without excess. And for the environment, Silver 925 is fully recyclable and made to be cherished, not replaced, making it a beautiful choice in more ways than one.

Freshwater Pearls

Freshwater pearls are quiet rebels of elegance. Soft, luminous, and endlessly unique, they sit on your skin like little whispers of the sea—gentle yet impossible to ignore. For your wallet, they're a touch of luxury that doesn't shout, proving timeless beauty can be both attainable and enduring. And for the world, each pearl is a natural marvel, made to be worn, loved, and kept close for years—a slow jewelry statement that grows more personal with every moment you wear it.



Wholesale Terms

- No minimum order value.
- Markup 3.0.
- Free shipping on first order.
- Free shipping on repeat orders over 5.000 SEK.
- Flexible quantity per style, no fixed pack size.
- Invoice payable within 30 days.
- Display included for orders over 15.000 SEK.
- Boxes included with every item.



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