

EPHEMERA Launches Korean Ceramic Jewelry Brand OIKEIOSIS MUSEUM in the U.S.

Hand-formed ceramic rings and keyrings from the Seoul brand reach North America in fall 2026, on ephemeranyc.com and at EPHEMERA's New York pop-up

NEW YORK, NY, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- [EPHEMERA](https://ephemeranyc.com), the New York-based retail platform for Asian contemporary designer brands, today announced a U.S. launch partnership with [OIKEIOSIS MUSEUM](https://oikeiosismuseum.com), a Korean ceramic jewelry brand based in Seoul. OIKEIOSIS MUSEUM will debut in North America in fall 2026, arriving on EPHEMERA's curated online store at ephemeranyc.com and at EPHEMERA's New York pop-up the same season. EPHEMERA becomes the brand's official U.S. retail partner.

OIKEIOSIS MUSEUM makes jewelry out of ceramic. Where most Korean ceramic studios stop at dishes and shelf objects, OIKEIOSIS MUSEUM designs for the body, forming every ring and keyring by hand,

one piece at a time. The brand name comes from oikeiosis, a Stoic term for making something one's own. OIKEIOSIS MUSEUM builds on that idea, treating the objects a person chooses as a way of exploring their own taste and identity. The brand was founded in Seoul in 2024.

The first North American assortment is 2 styles in 4 colorways, across 2 categories. It comprises the Oiks Ring, a hand-formed ceramic ring, and the Eggmic, a ceramic keyring hung from a twisted leather cord that can also be worn as a necklace. EPHEMERA selected 2 of the 5 Oiks Ring colorways sold in Korea, Silver and Mahogany, and 2 of the 4 Eggmic colorways, White and Black. The leather is sourced from India and Italy.



The Oiks Ring in Mahogany, formed by hand from ceramic, one piece at a time. OIKEIOSIS MUSEUM launches in the U.S. in fall 2026 with EPHEMERA, at ephemeranyc.com and at EPHEMERA's New York pop-up.

Under the partnership, EPHEMERA handles U.S. customs clearance, inventory, fulfillment, shipping, and returns, and produces the brand's American-market content in New York, including a lookbook campaign shot with local models. OIKEIOSIS MUSEUM reaches U.S. customers without a U.S. entity or local staff.

The structure addresses a documented gap. According to a 2025 report from Insight Korea and Tin News, fashion is the top spending category among U.S. consumers of Korean content, and the largest barrier to purchase is access: roughly one in three interested consumers cannot find a trusted place to buy.

"American contemporary jewelry treats metal as the default, so a hand-formed ceramic ring becomes the piece a customer reaches for first," said Zia Oh, co-founder and brand director of EPHEMERA. "We filled both styles in the first assortment with ceramic deliberately. The material is what we want people to remember about the brand."

"OIKEIOSIS MUSEUM is a brand devoted to expressing and exploring the self through objects, and ceramic has been the material we say it in," said Kim Na-yeon, founder of OIKEIOSIS

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How a person comes to recognize and care for themselves is a question that exists everywhere, across cultures and places.”

*Yeon Kim, founder of
OIKEIOSIS MUSEUM*

MUSEUM. "How a person comes to recognize and care for themselves is a question that exists everywhere, across cultures and places. I have wondered for a long time how what a woman raised in Korea communicates through objects would read in New York. I am glad to have found a place that can show the brand as it is."

OIKEIOSIS MUSEUM will be stocked on the EPHEMERA online store at ephemeranyc.com from fall 2026, and shown offline for the first time at EPHEMERA's New York

pop-up that season. U.S. customers can buy OIKEIOSIS MUSEUM products at ephemeranyc.com. U.S. pricing, pop-up dates, and venue will be announced separately.

About OIKEIOSIS MUSEUM



The Eggmic in White, a ceramic keyring on a twisted leather cord that can also be worn as a necklace. One of four OIKEIOSIS MUSEUM pieces launching in the U.S. with EPHEMERA in fall 2026.

OIKEIOSIS MUSEUM is a Seoul-based brand that makes wearable accessories from ceramic. Founded in 2024 by Yeon Kim, it produces rings, keyrings, and ceramic objects, each piece formed by hand, one at a time. Its objects are not meant to remain functional things: they work as a medium for expressing identity and exploring the inner self. The brand intends its objects to settle naturally into daily life and become part of how a person comes to recognize and compose a sense of self. Working across varied materials and experimental methods, OIKEIOSIS MUSEUM expands what a 21st-century craft museum can be. More at oikeiosismuseum.com.

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Inside the OIKEIOSIS MUSEUM studio in Seoul. The brand works across varied materials and experimental methods, expanding what a 21st-century craft museum can be.

This press release can be viewed online at: <https://www.einpresswire.com/article/938692287>

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