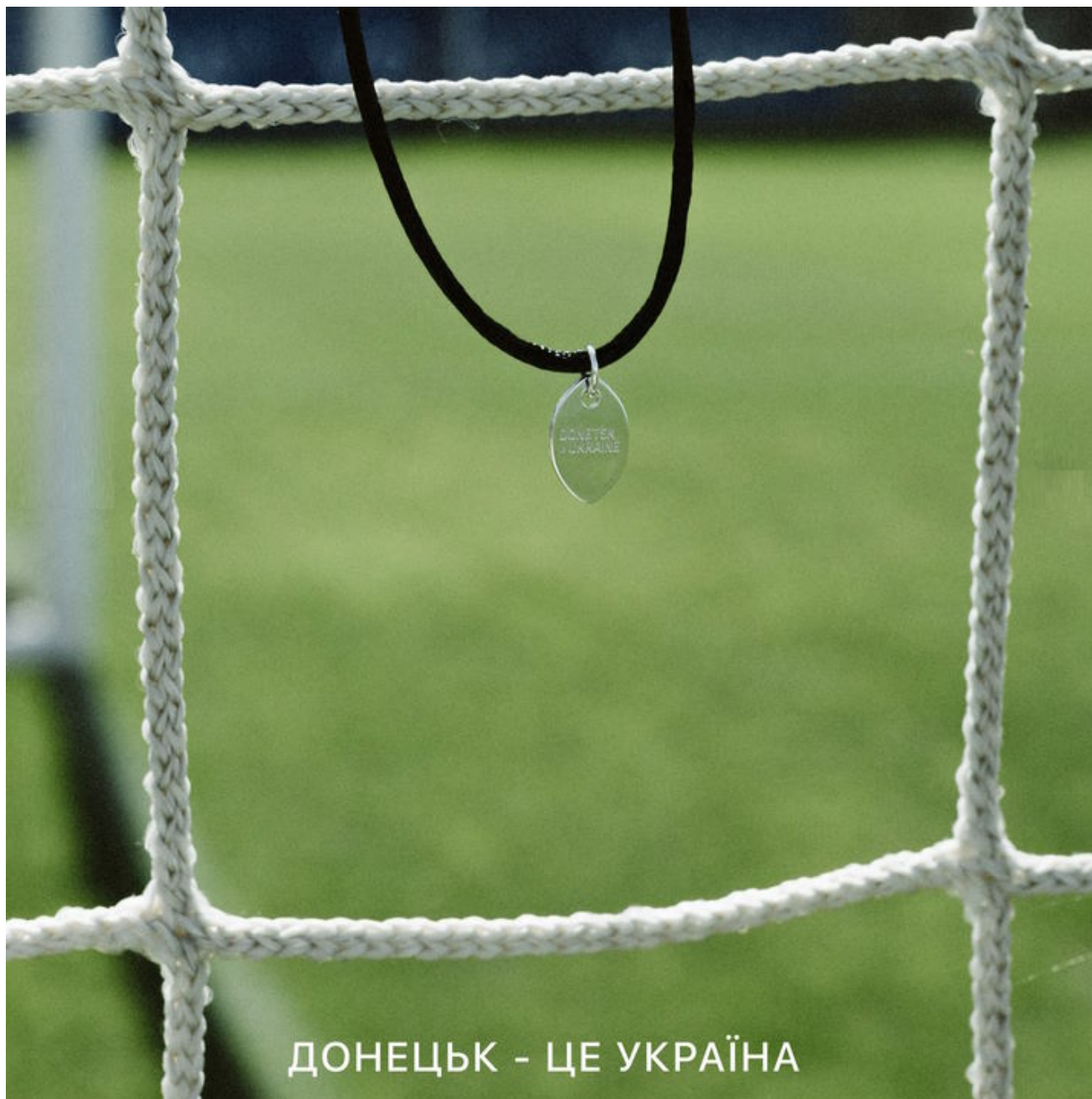


07 October

FC Shakhtar Donetsk and Guzema release "Donetsk is Ukraine" charity pendant to support children from Donbas



Our football club [FC Shakhtar](#) Donetsk and the jewellery brand Guzema have released a charity pendant with the inscription "Donetsk is Ukraine". 100% of the proceeds from sales will be donated to the Shakhtar Social foundation to provide St Nicholas Day gifts for children who were forced to leave Donbas because of the war. The pendant is part of the Taste of Victory collection, which marks Shakhtar's Ukrainian championship title in the 2025/26 season and the club's 90th anniversary. It is available on the Guzema website.

What have FC Shakhtar Donetsk and Guzema released?

FC Shakhtar Donetsk and the jewellery brand Guzema have released a charity pendant with the inscription "Donetsk is Ukraine". The pendant is part of the Taste of Victory collection, which is about victories that hold special meaning and about a city that will always remain the team's home. In its announcement, the club asked supporters: "Wear Donetsk close to your heart – help us do some good."

How will the money from sales be used?

100% of the proceeds from sales of the pendant will be donated to the Shakhtar Social foundation. The money will be used so that children who were forced to leave Donbas because of Russia's war against Ukraine can receive gifts for St Nicholas Day.

What is the Taste of Victory collection?

The Taste of Victory collection was created by Guzema in collaboration with FC Shakhtar Donetsk to mark an important moment in the club's history: winning the Ukrainian championship in the 2025/26 season and the club's 90th anniversary. It is a collection about the taste of victory – the moment after the final whistle, when the tension eases and everything that came before finally becomes a result.

What do the hammers in the design represent?

The hammers at the centre of the jewellery are signature elements of the FC Shakhtar Donetsk logo. They refer to the club's origins in the Donetsk region and to the work of miners, people whose profession requires strength, endurance, precision and daily dedication. In this collection, the hammers are not only a club symbol but also a sign of character and roots. They represent strength that is built over time and work that is often not seen. Most importantly, they reflect the idea that victory begins long before the final whistle.

Where can the pendant be bought?

The pendant can be bought on the Guzema website (guzema.ua), in the Taste of Victory collection.