



JEWELLERY FOCUS

Susie Stenmark

Why jewellery? I wanted to create something that is intensely personal, evocative and full of meaning and symbolism for the wearer. And no object of beauty makes my heart leap like jewellery does.

What sort of items do you design? I design for a confident woman who loves colour. I design fine jewellery with classic motifs, using traditional jewellery-making techniques, but bold in scale and contemporary in style, which I hope will become treasured, timeless pieces.

Favourite city for inspiration? St Tropez, for its old-town architecture, vibrant beach culture and great-looking, promenading hipsters.

Favourite era for jewellery? The glamorous and exuberant '60s.

Who is your style icon? Mick Jagger.

Are you a night or morning person? I'm a bird watcher, so morning.

Are you minimalist or cluttered? From minimalist to clutter, where clutter is 10, I would be a 7, but I don't call it clutter. To me objects, accessories, pattern and details add richness and interest and without them the aesthetic experience is bland.

Do you draw designs by hand or computer? By hand; use it or lose it.

Which fashion item would you be lost without? A genius silk little black dress from Chanel – worn many, many times.

Biggest fashion faux pas? Aqua, iridescent Lycra leggings with matching eye shadow at a *Grease* party – but everyone was doing it!
Who would you most like to wear your jewellery? Charlotte Casiraghi, Princess Caroline of Monaco's daughter.

What have you found the most challenging thing about starting your own fine jewellery business? I have found working on my own for most of the time, after coming from a large and diverse corporate environment, to be most challenging. Where are the people to bounce off? Where is the inter-departmental support?
www.stenmarkjewels.com

