

JEWELRY CELEBRITY VS. REALITY

FINE JEWELRY SHINES IN BOTH WORLDS

By Anne M. Pokoski, CGA

Are American women tiring of celebrities and the round-the-clock documentation of their every move, or do they have an insatiable desire for too much information when it comes to the world's rich and famous? The truth, it seems, lies somewhere in between.

When *Vogue* and *W* run celebrity covers, newsstand sales increase, sometimes dramatically. Predictably, the next month's issue will include readers' letters to the editor complaining about the use of celebrities on the cover. "No more actresses, please use models," they say, presumably because some of the featured stars are not accomplished at anything other than generating publicity.

It's a blurry line today, with models who become instant household names, actresses signing on as models and "faces" for every product imaginable, singers working in film and all-of-the-above



Kate Hudson in Yossi Harari

designing a line of clothing or launching a fragrance. You might ask, "Who are all of these people and why should I care?" Yet your best friend can recite Lindsay Lohan's ever-changing hair colors in chronological order.

In the world of fine jewelry, most successful designers in the market today proclaim their celebrity clientele loudly and proudly. It is, in fact, how many start-up designers begin their transition from small-time to big-time. "Julia Roberts bought a pair of my earrings at our little boutique, then all of her friends wanted a pair, and the next thing I knew I was selling to 10 stores, . . ." and so on.

At Elleard Heffern, we continually review new designer fine jewelry collections as possible additions to our store. We ask ourselves, is the jewelry beautiful? Is it well crafted? Are the gemstones and metals of the highest quality? Is it wearable for a modern woman? If the designer happens to have a strong relationship with A-list trendsetters, and comes armed with a stack of red-carpet photos, we recognize these benefits as well.

Two of our most sought-after designers are Stephen Webster and Yossi Harari. If you read fashion magazines, you have seen their work. Webster first gained recognition for his use of faceted



Sienna Miller in Stephen Webster



Charlize Theron in Stephen Webster

rock crystal set on top of gemstone slices, and Yossi is known for his use of hand-worked 24K gold. Both gentlemen boast an extraordinarily high-profile clientele and constantly strive to further develop this facet of their business by actively pursuing those in the limelight.

The reality of their jewelry, however, is experienced when a woman in St. Louis sees and touches a Stephen Webster bracelet, slips it onto her wrist and personally experiences its beauty. From that point on, it's just a fun fact to be shared over cocktails that he also designed Madonna's wedding rings.

Elleard Heffern Fine Jewelers has launched a new website at www.heffern.com. The site introduces visitors to many of today's leading designers of both fine bridal and fashion jewelry. It offers tips for couples purchasing bridal jewelry and information on purchasing diamonds. Background information on pearls and a variety of gemstones is also included. Descriptions of each designer's style are accompanied by beautiful photos of their work and links to their websites.

The new line of Stephen Webster fine jewelry will make its U.S. debut in a trunk show at Elleard Heffern Fine Jewelers on Thursday, June 15th from 9:30 a.m. to 7 p.m., and Friday, June 16th from 9:30 a.m. to 5 p.m.