MAKE a *STATEMENT*

BY PEI-RU KEH

NY jeweller Jemma Wynne teams up with Daun Curry on polished new interiors





A ladylike elegance and a flair for simple geometry are some of the hallmarks of Jemma Wynne, the jewellery label helmed by Stephanie Wynne Lalin and Jenny Klatt that's based in New York City. Founded in 2008, the duo have made their mark with collections of delicate, yet city-appropriate pieces, that are festooned with precious jewels for a sophisticated and luxurious look that's hardly ever ostentatious.





‘Living in New York has a major influence on our personal styles and that is where we draw most of our inspiration from,’ explains Wynne Lalin. ‘We define the design aesthetic and point of view of the collection as the “cashmere hoodie” of jewelery. It’s rich, but comfortable. We’re designing for the woman who wants to have a sophisticated look, while still maintaining a casual ease. We create for women who appreciate fine craftsmanship, unexpected detail and embrace their individual styles.’

The pair has also translated their design ethos into a suitably well-heeled showroom. With the aid of interior designer Daun Curry, the space is tastefully filled with myriad jewel tones, patterns and textures, custom-made jewellery cases to show off the label’s creations, an array of statement-making furniture and pop-inflected art pieces by artists such as Jeremy Penn and Miljan Suknovic.



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‘A large part of our brand is about the duality of how we mix our personal styles – classic polish and relaxed femininity. It inspires the creation of our jewellery and had a major influence in the design of the showroom as well,’ says Klatt.

‘The space has a modern and contemporary feel with soft feminine elements and rich colours mixed in, much like our collection. You will see a lot of black and white combined with really saturated emerald greens and teals, rich metallic textures, and beautiful shades of pinks throughout. The furniture has clean lines and feels more polished, but the soft pinks of the chair and chandelier mixed with the dream-like smoky feel of the ombré walls offer that perfect balance.’





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“We wanted to create a space that captures who we are and we wanted a place where our customers could enter into our world and understand and feel what our brand is all about.”

The collections have also evolved over the years. ‘When we first started, we were excited by the idea of open bangles constructed of thin wire with different shaped stones and designs on the ends. Those designs became the foundation of our business and we really became known for our bangle stacks,’ Wynne Lalin adds.

‘Now the collection is much more well-balanced and we have incorporated other textures, mixing 1970s inspired snake chain bracelets and wide sleek gold cuffs into our stacks for a different look and feel. Our signet rings have been a big focus in the last couple of seasons and we are expanding on that with some special one-of-a-kind diamond versions.’