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insider

bargain bulletin

Exclusively for QVC Insider Club Members
Including Club Talk® Newsletter



Good times...good friends...good fortune, what more could someone ask for to start the New Year? It's a great time to reflect on all we are thankful for and make plans to usher in upcoming months of 2001 with renewed energy and enthusiasm.

Good Fortune

A.



B.



C.



A Conversation with Cynthia Renée

Gem mine geologist and jewelry designer Cynthia Renée, who creates a new jewelry collection exclusively for QVC, recently shared the ideas and inspiration behind her work. "My jewelry focuses on the life-affirming qualities of color and the passion and adventure of colored gems," Cynthia tells us. "It's all about color and harmony — my jewelry is a color poem worn on the skin. I show women how to wear different colors in combinations that are right on — they sing."

Photo: Kathleen King



Q: Hello Cynthia! It's a pleasure to welcome you to Club Talk. Can you tell us how you got started in the jewelry business?

Cynthia: Well, since I began my career as a gem mine geologist in the '80s, I can say I literally started "from the ground up!" But I've also enjoyed our industry's creative challenges and formed the Cynthia Renée Co.™ in 1990. I enjoy using my people skills, scientific background, marketing sense, and love of color and form to create a collection that's truly unique. Additionally, I've created The Color Palette System™ to help women make choices and wear their jewelry with more confidence.

Q: Could you explain The Color Palette System more fully?

Cynthia: Colored gemstone jewelry is a testament to life's joy and beauty and The Color Palette System will help you see color, gems and jewels in a whole new way. It gives women a "framework" to understand color and how it is worn. My five palettes are groupings of colored gems with similar feelings, tones or hues. Each palette flows into each other and sometimes merges so a woman's jewelry wardrobe opens into a medium of self-expression through mixing and matching.

Q: We've noticed that your jewelry designs do use color in very unique ways. Why and how have you come to do this?

Cynthia: Again it's the concept of The Color Palette System and I like to explain it in this way. It's no accident that light and color are used in stained glass windows to lift the soul. Light is the very essence of life and we get to wear it in its most beautiful and rare form — colored gems. I strive for something similar in my jewelry. It's designed to focus on the colored gems around which I often layer precious metals in colors and textures.

Q: Form is also a key feature we see in your designs. Can you tell us about the importance of that?

Cynthia: My jewelry is designed around forms I call "resonant jewelry motifs." They are something instinctual; forms that strike a chord in me and the people who will wear my jewelry. The design moves us inside so subtly we might not realize it's being done. This is an instinctual human attraction to what feels right.

Q: It seems like your philosophy is "jewelry as a collection" rather than "individual pieces."

Cynthia: Yes, this isn't just jewelry, but an approach to jewelry wear. All the pieces in my collection work together. I'm really about individual pieces that don't match, but have the similar feeling so they flow together and can be mixed and matched so a woman can really have fun with them and every woman will look unique in the pieces she chooses to wear that day. Many women are uncertain about how to fit together the pieces of their jewelry wardrobe. My goal is to introduce the principles of what to consider when building a workable collection. Once the foundation is in place, wearing jewelry becomes a level of self-expression, art and beauty.



Look for the return of exciting designs from Cynthia Renée on QVC sometime this month. Check Program Guide for exact date and time.