



*Designer profile*  
CHELSEA  
DE LUCA

INTERVIEW PIP MILLER PHOTOGRAPHY SIMON PETER TAYLOR



## designer profile

### TELL US HOW IT CAME TO BE THAT YOU SWAPPED YOUR CAREER AS AN ADVERTISING EXEC TO THAT OF A JEWELLERY DESIGNER?

I always had a strong desire to work for myself and at the time there was very ordinary mass produced costume jewellery around that lacked soul and decided that my business would be born from creating high end costume jewellery. I began by reworking original vintage pieces until I felt that for longevity in the business it would be best that I learn to create my own.

### IT SEEMS YOU DRAW INSPIRATION FROM VINTAGE ERAS – PARTICULARLY THE 20S AND 30S. WHAT IS IT YOU LOVE ABOUT THIS PARTICULAR TIME?

I think this is an era with so much drama and passion – people really knew how to dress. I like to bring this through in my designs but also make them modern

and fresh so that they are relevant to wear today.

### YOUR FLAGSHIP STORE SOUNDS DIVINE – CAN YOU DESCRIBE ITS STYLE IN YOUR OWN WORDS?

It is a little haven to showcase all of our collections in the one place so that our customer gets to see the brand in its entirety. We chose an original 1920s cottage and gave it a whole new life with beautiful deco features such as our cut mirror and wall features.









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### DO YOU MAKE ALL THE JEWELLERY YOU STOCK OR DO YOU HAVE A TEAM?

All of my jewellery is handmade by myself and a handful of makers. I work between my studio at home and my work space in store.

### WHAT IS YOUR CURRENT CALLING IN TERMS OF TRENDS?

As a brand we are not dictated by trends but we are definitely aware of them. It seems though that it will truly be a year for costume jewellery though with the likes of films such as 'The Great Gatsby' being released. And we predict more than ever a demand for our coloured pieces. And emerald is once again a hot seller for us.

### YOU HAVE HAD GREAT SUCCESS IN TERMS OF HAVING CELEBRITIES WEAR YOUR JEWELLERY – IS THIS AN IMPORTANT ENDORSEMENT FOR YOU?

Having celebrities wear the CDL brand is a great compliment as they have so many brands to choose from so it is always such a thrill. We have had the likes of Beyonce, Eva Mendes and Rose Byrne wear the brand which are up there with the best.

### WHAT DOES THE CDL GIRL LOOK LIKE?

She is confident and she loves fashion but she is not dictated by trends. She appreciates unique and beautiful things. She loves to travel and collect many beautiful treasures along the way.



"We chose an original 1920s cottage and gave it a whole new life with beautiful deco features such as our cut mirror and wall features."

## TOP BUYS

Earrings



Bracelet



Ring



Chelsea De Luca 'Far Flung Fantasy' earrings \$249

Chelsea De Luca 'Quintessential CDL' wrist piece \$449

Chelsea De Luca 'Black Pearl' cocktail ring \$210