



Focus on
**Fine
Jewellery**



Above: "Twin" bracelet
"Tau" necklace
"Swing" earrings

Glow more with less

Jewellery designer Eva Strepp explains why it only takes a bit of steel cable and a graceful pearl to let every woman shine in a new light.

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"External proportions, a loud design or technical gimmicks were never my thing," says Strepp, recalling her days as a student at the Pforzheim University of Applied Sciences School of Design. "What really fascinated me was a reduction to simplicity. That's why my pieces are not subject to seasonal trends, but reflect a timeless beauty."

Transparency, tranquillity and concentration are the priorities the trained goldsmith have stuck with ever since. Now living in the middle of nature with her husband and young daughter, the Pforzheim local finds a great deal of inspiration for her work by

just stepping outside. Just like in her student days, first draws are usually reduced to the bare essentials. The aim is to find simple forms without all the unnecessary add-ons. "My jewellery should feel comfortable to wear as well as please and beautify the wearer in a charming, yet unobtrusive way," says the talented designer. "Even though my pieces are low key and stay discreetly in the background, they create subtle highlights that let every woman shine – in daily life as well as at special occasions."

Her main materials are freshwater and Tahiti culture pearls of the highest quality.

These are interwoven with 750 gold and sterling silver as well as simple, yet elegant steel cables. Pearls first occurred when the jewellery artist was looking to create the ideal birthday gift for her mother ten years ago. Up until today, the simple collier 'pearls', which was the very first piece of her collection, remains Strepp's favourite.

This basic, yet effective idea of jewellery wearing is picked up fast by women around the globe. Already serving established jeweller and gallery partners in Germany, the Netherlands, Belgium, Italy, Spain, England and Switzerland, the business contacts of Eva Strepp reach as far as the US, Canada and China. To meet the increasing demand, the businesses website is currently re-designed and an English version is due to be launched in autumn.

www.evastrepp.de