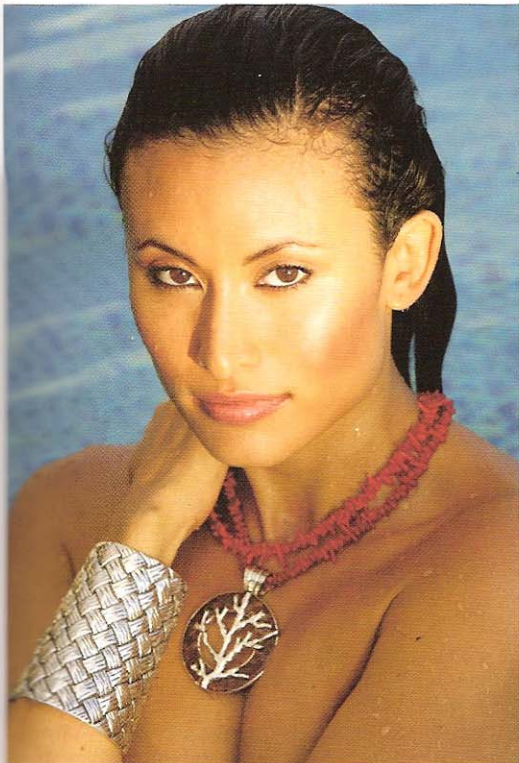


LOCAL DESIGNER

AKEMI & LINDA UEDA / PARADISUS



Akemi & Linda

Mother has a design for a bracelet and wants to get it made in Mexico. Can't get it made there. She goes to Indonesia and tries to get it made there. After a few attempts at different factories in Indonesia, she finally finds one that can produce her design and the bracelet gets made. Daughter comes up with more jewelry designs and now Mother and Daughter work together as partners making jewelry. That was three years ago.

And that's how Paradisus got started. The mother-daughter team of Linda and Akemi Ueda are inspired by the uniqueness and natural beauty of Hawaii when creating their timeless and classic pieces. "Our designs are dramatic, substantial and striking," says Akemi. "They are organic and earthy with a tropical feel yet have an urban edginess at the same time."

"Our pieces are unique in that we have found they appeal to a very diverse market," says Akemi. "My mom's friends wear the collection just as much as my friends." Because the pieces are designed to be timeless and classic pieces, they can be worn by everyone and are very versatile.

The Paradisus silver pieces—bracelets, cuffs, earrings, necklaces, pendants—are contemporary, yet designed with a vintage quality. The "Tropical" collections feature designs inspired by natural flora

like banana, monstera, lauhala, pikake and philodendron.

As they expand the line, more inspiration will come from Hawaii's beauty, culture and history, and the mother-daughter team will also look to other cultures around the world. "We are surrounded by beauty, sometimes in the places you would least expect it," says Akemi. "It's fascinating to take something that intrigues us and reinterpret it with our own sense of artistry and creativity."

For both Linda and Akemi, Paradisus is a serious hobby. They both have day jobs—Akemi works as a regulatory affairs expert at a medical development company in Hawaii and Linda is an interior designer based in San Francisco. Paradisus is also a way to keep them connected as they are constantly sharing ideas and taking care of business. "It brings us closer," says Akemi.

For now, Linda and Akemi are having fun creating jewelry pieces, while at the same time learning and growing their business. "Our passion for jewelry and design will always be the driving force behind the business," says Akemi. She describes Paradisus as "a labor of love." And that's the best kind of work.

Paradisus pieces can be found locally at Nohea and Riches, as well as stores in New York and San Francisco.

For more information visit www.myparadisus.com.

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