

SALOME

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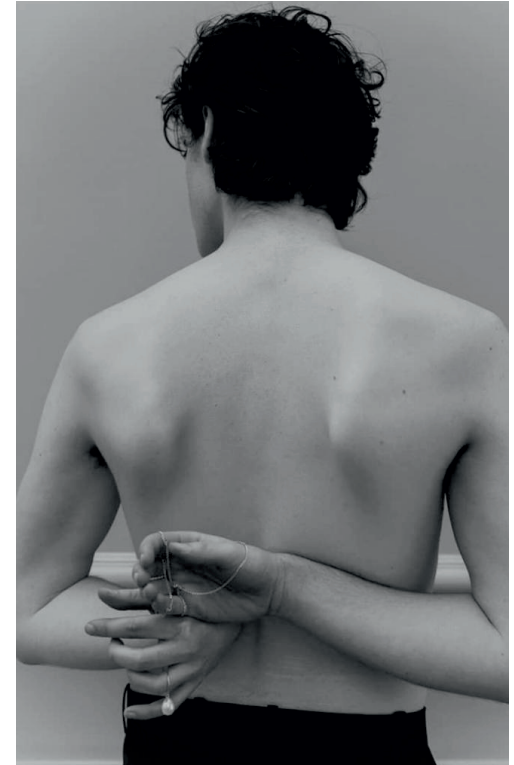
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## ABOUT SALOME

New Orleans native, Kellie Daniels, founded SALOME in 2016 in her Blaydon studio in the UK.

Inspiration for SALOME collections is found in the designer's Louisiana roots and the powerful natural gemstones themselves. Named after her mother, SALOME, the brand is also very much inspired by strong women and their stories.

SALOME aims to inspire and empower through natural gemstones; every piece is unique and has a story.



Portugal GQ Magazine May 2021



Photography by Mariko Kuo









# SALOME LOVES OUR PLANET

We are obsessed with Mother Earth and all of her treasures, from gemstones to the rainforest to the critically endangered Cross River Gorilla. The earth has provided us with endless inspiration, and we've made it our mission to give something back. We recycle all the metals used in our studio, use sustainable packaging and make conscientious and ethical sourcing of gemstones a priority.

SALOME jewellery is all about celebrating and creating a deeper connection to the gemstones, to Mother Earth and to all the inspiring creatures we share this beautiful planet with - this connection creates timeless jewellery with purpose and meaning.











SALOME Penelope collection  
 featured in TATLER Best of British sustainable brands

FASHION



**CRO-CHE**  
*Creating playful, 1960s-inspired pieces, Cro-Che has taken a once-dandy craft back into the spotlight*

Ring, £7380, by **JULIA LLOYD GEORGE**  
 Jeans, £245, by **ELV DENIM**



JW Anderson, \$321

**Best Brits**  
*Chandler Tregaskes looks at sustainable fashion in London and reveals the eco-chic brands to take note of now*

Sustainability is fashion's current buzzword. As more and more luxury houses take an eco-conscious stand, guilt-free glamour need no longer be a contradiction in terms. In Britain, many brands are adopting a no-waste approach, while also nurturing the skills of homegrown artisans, to cater for fashion-conscious people with a conscience. Irish-born, London-based designer Richard Malone has been redefining luxury since 2015, creating sculptural masterpieces from ethically sourced materials. Meanwhile, House of Sunny, adored by cool girls in the capital, battles wasteful fast fashion with fun and flirty 1990s-inspired pieces in small runs using ethical fabrics. In 2021, it really is easy being green.



**TREEHOUSE LONDON**  
*A healthy haven in the capital, this hotel and lounge is responsibly constructed and deeply chic.*



Bag, £290, by **MAE CASSIDY**; Boots, £220, by **ALLKIND**; Sunglasses, £90, by **VOW LONDON**



Lady Amelia Windsor

Lady Clara Paget

*Forces for nature*

London's leading ladies love the green stuff, too. Lady Amelia Windsor is an ambassador for No More Plastic, Cross River Gorilla Project and Fashion Roundtable, and collaborates on waste-free collections with Brora and the jewellery designer Alice van Cal. Lady Clara Paget is also an environmental enthusiast, partnering with Project Zero and Greenpeace for cleaner oceans, with her friend and fellow water warrior Pixie Geldof.

Earrings, £65, by **SALOME**; Hat, £180, by **MARJORIE'S CLOSET**; Cardigan, £95, by **HOUSE OF SUNNY**

**STREET SMART**



**50m, 14-15 Eccleston Yard, SW1W**  
 This industrial-cool space in Belgravia stocks fashion, jewellery and homewares from the best up-and-coming designers with an eye on sustainable chic.



**Farmacy, 74-76 Westbourne Grove, W2**  
 Notting Hill's Farmacy is the No 1 stop for eco-conscious diners. Plant-based eating has never been so suave.



**Whip 7 Morning Lane, E9**  
 Using the best vegan and cruelty-free products, Whip Hackney is a salon for east London's eco elite.

PHOTOGRAPHS COURTESY OF CRO-CHE; INSTAGRAM: @AMELIAWINDSOR

Tatler  
 Magazine  
 March 2021  
 Best of Brits

TATLER

# CROSS RIVER GORILLA PROJECT

As a CRGP Ambassador, SALOME aims to help save the critically endangered Cross River Gorilla and to strengthen and support the surrounding rainforest communities.





A portion of the profits from  
the Lebialem Highland Collection is donated to CRGP



Dear Kellie Daniels  
Thank you for your letter.  
I have signed the book you sent  
as requested and return it herewith.  
I regret to say I am unable to  
attend your Gala next ~~at~~ March.  
Good Luck with  
your fundraising.  
Best wishes  
David Attenborough  
*from David Attenborough*



Sir David Attenborough 20/10/18

"We are so grateful for SALOME's constant support.

Their efforts to educate women in the Lebialem Highland rainforest area have meant that so many girls can remain in education. We are incredibly grateful that SALOME's support goes far beyond fundraising. As well as co-hosting the Rainforest Ball at Kew Gardens, they have been instrumental in providing scholarships to keep women in the rainforest area in school and donated an entire art history library to contribute to the startup of their arts department. SALOME provide critical aid to the rangers who help protect the gorillas of the Lebialem Highland, offer opportunities to the women within the rainforest communities and crucially, help to raise international awareness of our cause to save the critically endangered Cross River Gorilla."

John Daniels, Chairman, CRGP

