



EXCLUSIVE:  
AZZA FAHMY  
AND PREEN  
RECREATE  
FASHION

HOW TO  
REVIVE  
YOUR SKIN  
CREAMS THAT  
REALLY WORK  
TO REVERSE  
SIGNS OF  
AGING

THE  
TOP TEN  
MAKEOVER  
LEADERS IN  
FASHION

THE  
BEST  
9  
LOOKS  
YOU  
MUST  
OWN  
PLUS  
56  
BEST  
BEAUTY  
BUYS

# U

YOU: THE  
MASTERPIECE

LET YOUR INNER  
BRILLIANCE  
SHINE THROUGH

SHOP  
THE SALE

HOW AND  
WHERE TO  
SHOP FOR  
THE BEST IN  
DESIGNER  
BARGAINS

DOES LASER  
LIPO REALLY  
WORK?

# THE MAKEOVER ISSUE

THE NEW RULES AND  
HOW TO MAKE THEM WORK



ISSUE 107  
MAY 2011  
\$5.99

# G-l-a-m-o-r-o-u-s

**S**uper-feminine, elaborate and ultra-glamorous designs that reflect beautiful cultures around

the world... Light inweight but heavy with allure, discover the globe in style with designer Suzie Gallehugh, of Suzanna Dai Jewelry, who shared her inspiration, passion for jewelry design and more with Reem Hourani.

**U:** Tell us about your background and what triggered your passion for jewelry design.

**SG:** I graduated from FIT in May 2001, with a degree in fashion design and a specialization in tailored garments, but I always loved beadwork and embroidery. My first job was at a doll company, and I spent a lot of time designing one-of-a-kind dolls with embellished dresses. From there I worked for different companies, where I created beading and embroidery layouts. Throughout my life, I had always made jewelry for myself and others as a hobby, but after gaining experience, I decided to strike out on my own and create Suzanna Dai.

**U:** I noticed that your pieces are named after cities; how do you determine the feel of those places?

**SG:** Besides beadwork, one of my biggest passions is travel. I've always received my greatest inspiration while traveling, whether it's from the culture, local handicrafts and art, architecture or history of a place. I usually end up combining a mixture of those elements with an intuitive feeling I absorb from the place.

**U:** How does living in New York – a cosmopolitan city – affect



**your designs in your opinion?**

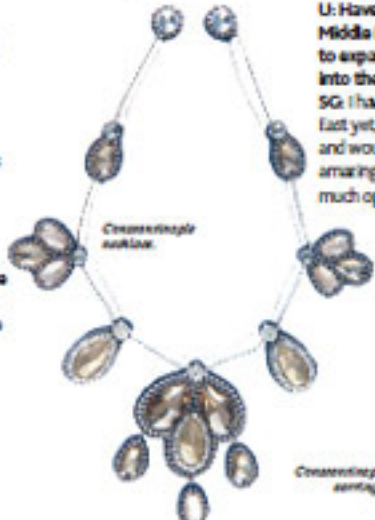
**SG:** Things are very trend-driven in New York, so I had to adjust the way in which I design to fit in with given trends, while still maintaining my personal aesthetic. For example rock n' roll has been a big trend for the past seasons and I had to reinterpret my pieces by



*Suzanna Dai earrings*

making them more feminine, with a vintage twist, so I layered very delicate chains, that ended up with a sort of deco or medieval feel, but can still be interpreted as a version of the rock n' roll trend.

**U:** Your designs are very rich, dreamy yet 'statement'... you incorporate various materials;



how do you balance between beauty and wear-ability in your designs?

SG: Since all of my jewelry is hand-beaded or embroidered on fabric, it ends up being much more lightweight than traditional jewelry. As a result, the pieces can be significantly larger. This is especially good for earrings. So many people love oversized earrings but tend to avoid them because they can be heavy and painful to wear. A lot of my earrings are oversized, but because of their construction, they're actually extremely lightweight. I have to admit that it is sometimes difficult for me to reach that delicate balance between fantasy pieces and wearable pieces. I'm a sucker for over-the-top glamour.

U: What is the most fun part of the designing process?

SG: I really love playing with beads, colors and new embellishment techniques, that's when I can get really creative. I'm very hands-on, so I prefer to actually bead the first sample instead of sketching it. It relaxes me, and I think it's the best part.

U: Tell us about your typical

Saturday...

SG: My typical Saturday usually involves dinner or a movie with friends—nothing too crazy.

U: Can you describe your jewelry in one word?

SG: Wow, that's hard. Magical?

U: What is your favorite material to play with?

SG: Chainmail.

U: Which jewelry item would you recommend for women as the must have?

SG: For me, it's so important to have a really great stand-out necklace. It can change the look of your entire ensemble. Two of my favorites from the Fall/Winter 2010 season are the 'Windsor Necklace' and the 'Constantinople Necklace'.

U: Tell us about the woman wearing your jewelry; which celebrity do you feel represents that woman the most?

SG: My jewelry is great because it is not age specific. The woman wearing my jewelry is not afraid of being noticed, she's classy, sophisticated and has an appreciation for the past and all things beautiful. She understands the importance of details. The celebrity that probably best represents this is Sarah Jessica Parker.

U: In your opinion, what are the characteristics of collectable jewelry and when is it valuable in your opinion in regards of design and materials used?

SG: I tend to look for anything different or unusual when I buy jewelry, whether it's a certain technique, an interesting use

of color or materials, or just something that stands out.

U: Can you name three things you absolutely can't live without?

SG: Chocolate croissants, a creative project to work on and warm, sunny weather.

U: If you weren't a jewelry designer what would you be?

SG: A world traveler with my own travel show.

U: What advice would you give to young, emerging jewelry designers?

SG: Stay open-minded and be receptive to constructive criticism and every opportunity you get, while still remaining true to your vision.

U: Who is your favorite artist and why?

SG: I really love Frida Kahlo. Despite having such a difficult life, she wasn't ever afraid to be herself or be provocative. From the way she dressed and adorned herself to the subjects of her paintings, she was always true to herself, and I think this is very admirable.

U: Who is your favorite fashion designer and why?

SG: Madeleine Vionnet—she was the first to make the bias-cut dress. Her designs were truly innovative, very forward-thinking, but feminine and goddess-like. I'm probably biased also because we share the same birthday.

U: Have you ever been to the Middle East? Are you planning to expand your market further into the Middle East?

SG: I have not been to the Middle East yet, but I am fascinated by it and would love to go. It would be amazing to sell there, and I am very much open to the idea. 