



From top: Diva, \$9,900, Marquise, \$1,600, double row, \$1,700, organic sliced diamond, \$2,400, 5-Dot, \$1,950, 7-Dot, \$1,650, mini-pavé teardrop, \$1,400, diamond teardrop, \$1,400, all at Bridget King, bridgetkingjewelry.com; the Atherton-based designer.



BRIDGET KING JEWELRY PHOTO BY LINDA TING

FEELIN' FINE

Fine jewelry needn't be fusty. So says designer **Bridget King**, whose approach to classical materials—pearls and diamonds, for instance—yields fun and fresh adornments. Take her sliced diamond array, which showcases cross-sections of the gem. “You pair the organic slices with refined pavé diamonds, and it looks really amazing,” she says. King’s signature Icon line features teardrop earrings (\$700 to \$8,400) that can be worn individually or layered with one another for a multitude of looks. The Pearl Jam range includes pearl earrings with diamond-encrusted settings that are reversible (\$1,800 to \$2,200); there are white stones on one side and black on the other.

King’s foray into jewelry design dates back to her days as a student at UCLA, when she started selling inexpensive beaded wares to make enough money to cover her rent. (The alternative—living at home and commuting 1.5 hours each way—didn’t appeal to the 19-year-old.) After college, she moved to New York and worked in the fashion industry for a few years before decamping to Hong Kong for her husband’s job. While raising two kids, she resurrected her jewelry career, launching her eponymous company in 2003. As her style evolved, so did her designs—becoming more sophisticated. In 2010, she shifted her focus to fine jewelry.

Soon, more changes were in store for King: Her family relocated to the Peninsula about four years ago. Now settled in, King recently began devoting more time and attention to her business again. She has a trunk show scheduled for March 22 at Angela in Menlo Park. “The trunk shows give me a chance to talk to my clients, and they can tell me their needs,” she says. “Sometimes, that’s how a collection comes about.”