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Anmaré Jewelry Founders Talk Inspiration And The Must-Have Pieces For Every Woman

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By Alex Suarez



(Photo : Photo courtesy of Soo Kei)

For jewelry lovers on the lookout for the next big thing, Anmaré is a brand to have on your radar. Launched by sisters Anna, Marlenn and Rebecca this past fall, the brand champions classic statement jewelry with a twist.

Culling inspiration from their Syrian and Egyptian roots, and reinterpreting vintage designs to create everyday jewelry, Anmaré specializes in nostalgic yet distinct pieces for the modern woman. The sisters have quickly made a name for their brand, garnering accolades and coverage from major publications, including Vogue, Refinery 29, Who What Wear and Cool Hunting.

Anna, Marlenn and Rebecca recently concluded a successful trunk show for their debut collection, which featured utilitarian grommet cuffs, a gold daisy choker necklace and lapis-adorned earrings. The pieces are all made locally in New York, where the sisters grew up.

We recently caught up with the three designers to talk about their collection, what's next for the brand and what piece of jewelry every woman should have in her collection.



(Photo: Photo courtesy of Soo Kei)

Fashion Times: Tell us about the brand's inception. What inspired all three of you to launch a jewelry brand?

Anmaré: Growing up, we were definitely very close, especially since we are all close in age -- always sharing clothes, friends and, of course, jewelry. We always brainstormed starting a business together, and our friends and family often told us we could be a triple threat.

Having so many different interests, we didn't know what field we wanted to break into. Then Anna decided to pursue jewelry design, Marlenn marketing and Rebecca creative writing. Working for ourselves was important to us. When we decided to start ANMARÉ -- the name itself is a combination of the first two letters of our names -- we knew our different strengths would offer something valuable.

FT: How has growing up in New York influenced your brand? Both on the business side and aesthetically?

A: Growing up in New York means that we're always on the go. Having a versatile piece of jewelry means that we never have to stop what we're doing simply because, all of a sudden, it's 6 p.m. Jewelry that transitions from day to night complements our lifestyle.

Being raised in New York also influenced the business side of our brand. Having all of our pieces made in New York provides a more hands-on experience throughout the design process.

FT: How would you describe the Anmaré customer?

A: I would say we are the Anmaré customers. We each represent different shoppers.

Marlenn: I am definitely the economical shopper.

I have a sportier style. Putting on a statement piece of jewelry adds a touch of femininity. I buy what I need and wear it immediately to justify the purchase. With jewelry, the piece has to be worth it. It's my own algorithm: Price compared to quality, to wearability, to life span, etc. You can probably tell I'm the one who takes care of the accounting and numbers for Anmaré.

Rebecca: When it comes to my jewelry, I don't like anything too bold or difficult to wear. I'm more classic in how I dress. To make my clothes seem like less of a uniform, I change up my jewelry. The wearability of the Anmaré collection is one of my favorite elements, because it's something I haven't found in other brands.

Anna: I love the glamorous side of the jewelry. I imagine my pieces worn by a woman who is on the go and traveling to wherever, whenever.



(Photo: Photo courtesy of Soo Kei)

FT: Where do you glean inspiration?

A: The benefit of living in New York City is that inspiration is everywhere -- It's all at your fingertips. From the mix of architecture to the many museums ... and let's not leave out the great vintage shopping!

Our collection also pulls from the places we've traveled to. The Anmaré collection has a vintage feel. Even in the more minimalistic pieces, like our Halo Ring or Eye Ring, there is always an element of a past world re-imagined.



(Photo: Photo courtesy of Soo Kei)

FT: What is the designing process like? Do all three of you design or do you divide-and-conquer?

A: We each have our own connection to every piece in the collection.

The creative process involves taking inspiration from our Syrian and Egyptian heritage and mixing it with whatever inspires us in our lives today. Anna starts by browsing vintage style books and photographs and going to various stone places. We then discuss how we would want to see it interpreted and how it fits into the theme of the brand, perfecting the styles to meet each of our liking. The styles are drawn, the stones are selected and the molds come to life.

FT: What is the biggest hurdle in being a sister design group?

A: We have very different personalities and perspectives, which is very healthy in a business relationship. Being sisters means we can speak freely around each other, offering opinions and ideas. But since we're all the founders, decision-making is sometimes an emotional debate.

FT: Tell us a little bit about the pieces. Do you have a favorite? What inspired the designs?

Rebecca: The collection holds so much of our Middle Eastern heritage in the gold, the deep blue lapis and the rich green malachite stones. The pieces tell a story.

Choosing a favorite is always a challenge, but I constantly find myself reaching for the Sunflower Choker whenever I get the chance. I love the sleek design of the choker with the intricate detail of the sunflowers. It's one I never tire of wearing.



(Photo: www.anmarejewelry.com)
Sunflower Choker

Marlenn: My favorite would be the Barcelona rings. We have three in our collection -- gold, gold with turquoise and silver. I tend to stack them, often mixing metals. I've always been told I have big hands with very long fingers, so a ring complements my lengthy tentacles, giving a daintier illusion.

Anna: It's always hard to choose one design since I have a creative connection to them all. But I must say, the Nile Lapis Set holds a special place. It combines one of my favorite stones, emanating ancient exoticism with the modern movement of the brass tubing, allowing the choker to be worn forwards or backwards.

FT: When it comes to jewelry, every woman should have...

Marlenn: Gold. Whether it be a cuff, a necklace or a ring, gold is very important. It looks good on any skin type and spruces up every outfit. But if I had to choose one item it would be a favorite cuff/bracelet. A statement cuff, like our Grommet Cuff, is a sure conversation starter.

Rebecca: A signature ring. One that she puts on each morning, the same way she puts on makeup, or brushes her teeth. Having a signature ring shows character. It becomes a part of the woman. Our gold Halo Ring has become mine.

Anna: That piece that looks good with everything; it can be worn with a t-shirt, or a gown. For me, that would be a statement necklace like our Laurel Leaf necklace, which was actually one of my first designs.



(Photo: www.anmarejewelry.com)
Eye Ring

FT: You just concluded a very successful trunk show. What's next and what can we expect from Anmaré?

A: The trunk show was a great success! We loved seeing the customer's reactions to the pieces first-hand. The positive feedback and press we've received about our current collection definitely gives us the boost to keep creating.

What's next is definitely another collection with new designs that play off of our debut collection. It's always important to us to be innovative and to fill in the gaps in the jewelry industry, yet still keeping with the exotic feel of the brand.