

Emotional APPEAL

Few things are more personal than fragrance – the raison d'être of the latest Diane Kordas jewellery collection

By LINDSAY MACPHERSON

Pieces that marry meaningful stories with a sense of modernity are at the heart of Diane Kordas' jewellery collections. The designer – who splits her time between London, Greece and New York – speaks to *Harrods Magazine* about her latest launch, a line of pendants designed to hold your lover's perfume.

Where does your interest in jewellery stem from?

My mother. She was very stylish – I remember her looking like Zsa Zsa Gabor on the school run – and also very charitable. She'd been in a Siberian concentration camp during the war and wanted to give back. I have vivid memories of watching her getting dressed for New York's charity galas. Jewellery was always the finale, the finishing touch. I kept that idea, that jewellery is the last and most important piece in the puzzle, close to me, even when I went to study fashion at Parsons School of Design in New York.

How has your fashion training influenced your design style?

I differ from many jewellery designers in that I always start from a concept. I never buy stones and then decide how to build around them; the design always comes first. That's something I took from fashion.

How did you come to launch your brand?

I was living in Greece with my family and stumbled upon amazing craftspeople in Athens. I asked them to create a line of evil-eye bracelets, which I brought to London – and one of my first clients was Madonna. Sometimes I think, How the hell did this happen? It started as a hobby... now it's a global business. But I couldn't imagine life

without it. Right now my plan is to make this business even bigger.

How did you become interested in symbolism and mythology?

Through my husband. He's Greek and we've been together since I was 18. Greek culture fascinates me. Everything has a deeper meaning.


How did you come up with the concept for your Amulette collection?

I wanted to create jewellery that felt personal, but I wasn't interested in monogramming. Then I thought about scent: it's so emotional, powerful and – of course – personal. I remembered when my daughter, Alice, left for college. It was six years ago, but I'll never forget the feeling. When I came back from dropping her off, I lay down on her pillow so I could smell her scent and feel close to her. I had the idea of an amulet filled with the fragrance of the person you love, so you can unscrew it and feel connected to them no matter where you are in the world. In the end it took about eight months for us to get the prototypes right, because it needed to feel balanced and tactile, and also be 100-per-cent spill-proof. I've thought

about everything, even the length; it sits next to your heart. I wear one filled with my husband's fragrance, Issey Miyake.

Where do you get your ideas?

Ultimately I want the woman to wear the jewellery, not the other way around, so the women around me are a powerful influence. I have mentors who are older and more experienced than me, and I love to listen to how they want to wear jewellery and how they want to feel. I have a friend in her sixties who wore one of my star earrings asymmetrically; she looked killer – and told me she felt cool. And my daughters – who are 19 and 24 – are my biggest critics and my best mentors. Their tastes are very different, but they're my insight into the new generation. ■

Available from **Luxury Jewellery, Lower Ground Floor**; and harrods.com 



Jewellery designer Diane Kordas: **JEWELLERY, FROM TOP** Diane Kordas Half-Set Diamond Bar Choker £7,156, Amulette Pendant £4,290 and Diamond Wave Cosmos Triple Ring £3,346



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CLOCKWISE FROM RIGHT
Stephen Webster Fly By
Night Crystal Haze ring
£3,950 and Love Me Love Me
Not Crystal Haze necklace
£3,650; Susan Foster Palm
earrings £15,575; Diane
Kordas Diamond Wave
Cosmos ring £3,346; Bee
Goddess Bumble Bee earring
£920 (for one) and Shine
Venus Star bracelet £2,950;
Pomellato Ritratto ring
£5,250 and Nudo Solitaire
necklace £4,400