

# ROYAL FOLLOWING

Fine jewelry designer Adina Reyter talks trends, celebrity endorsements and what the “Meghan Markle effect” means for business.

BY MICHELLE DALTON TYREE

Long before there was a little thing called Instagram and social media influencers who are paid to showcase their clothes, sell products and drive online trends, small brands had to rely on a healthy dose of good, old-fashioned kismet to get their designs noticed.

Los Angeles-based fine jewelry designer Adina Reyter had that in spades when she launched her business back in 2001. Reyter, who has been quietly and consistently designing delicate, wear-everywhere, layerable jewelry long before it was a thing with “it” girls everywhere, got a little unexpected help at the start of her career from some “Friends”—as in the beloved TV show.

Reyter was working a day job in advertising and carrying her designs around in her handbag after she first launched her line. Then she sold her pieces to a few local boutiques, which would completely change the trajectory of her business. Her first lucky break was when Demi Moore popped into a Beverly Hills boutique and purchased a delicately hammered, sterling silver necklace and was then photographed in it by *InStyle* magazine. But the tipping point came when a “Friends” wardrobe stylist walked into the Stacey Todd boutique in Studio City and purchased her entire collection. That same hammered, silver necklace soon ended up on an episode of the popular sitcom.

Then, voilà, her business was off to the races. Her coveted pieces have been worn by everyone from Hollywood stars to actual royalty—most recently, Meghan Markle was photographed wearing the 3 Diamond Amigos Curve Posts earrings.

*Montage Magazine* sat down with Reyter to chat about her enduring business, how her designs—which are carried at Montage boutiques in Laguna Beach, California, and Deer Valley, Utah—are more relevant than ever and the new reality of celebrity fans.

**MONTAGE MAGAZINE:** How did those chance celebrity placements change the



Adina Reyter wearing pieces from her collection

direction of your career and your business over 17 years ago?

**ADINA REYTER:** I was still working in advertising and someone told me I had to go do a trade show in New York. So, I thought, “If I break even, I’ll quit my job when I get back.” I had a line out my booth the first day and I did more than break even in day one. We really exploded

overnight because, at the time, we really had organic celebrity press. Within a year, I was in 800 boutiques across the country.

**MM:** Do celebrity endorsements still move the needle for businesses?  
**AR:** Yes and no. Our pieces have to sell themselves. And they do. But recently, Meghan Markle purchased a pair of our

earrings at one of our retailers and wore them. And if someone’s wearing things over and over again and it’s the right person and it aligns with your brand, then it’s meaningful. Customers are savvy; they know who’s getting things for free—you can kind of feel it in the picture.

**MM:** Is the “Meghan Markle effect” a bona fide thing for your brand?  
**AR:** Absolutely. Again, with Jennifer Aniston, Demi Moore and other [celebrities], they wore it because they wanted to. And I think Meghan is that same story. As a royal, you can’t accept gifts. And I think what’s also meaningful is that she has access to the world’s most unbelievable jewels at her fingertips. So, the fact that she’s wearing one of our earrings—which is really price-accessible but still has that style and design to it—is very exciting, as a business.

**MM:** How did you first discover that Meghan Markle had worn one of your pieces?  
**AR:** I was looking at the cover of *People* magazine and there was a close-up shot of her ear and her white beret. And I said to myself, “Those are my earrings.” And they’re a very distinctive earring. What’s been so exciting is watching her wear them over and over. She is the quintessen-

tial Adina Reyter customer: She is a class act, she has so much style, but she’s also accessible and relatable. And it’s been an honor having her wear them.

**MM:** Delicate, layerable jewelry is really having a moment. But you’ve been doing it for over 17 years now. Why is it more relevant than ever today?

**AR:** Our lifestyles. We run around all day and it’s hard to wear big jewelry. You drop your kids off, you run to work, you want to go to the gym, you want to go get drinks with your friends and you want pieces that work with your lifestyle. And [our pieces] do. And they still have style and design to them. It’s function and it’s fashion, and something you can layer and collect.

**MM:** You sell to stores but also do a big business online. How do you cut through the noise and connect with customers in a crowded space?

**AR:** I think there’s this unbelievable opportunity to speak directly to your customers now. I think we have an opportunity to really educate them, too. We’re doing all these how-to videos: how to put on an ear cuff, how to style your ear [with different kinds of earrings]. That’s why people come to us. **M**



Clockwise from top: Adina Reyter 14-karat yellow gold DIAMOND CLUSTER NECKLACE, SCATTERED DIAMOND POSTS and MEDIUM SCATTERED DIAMOND CIRCLE, available at Montage boutiques at Montage Laguna Beach and Montage Deer Valley



Meghan Markle was spotted at the Commonwealth Day service in London with Britain’s Prince Harry wearing Adina Reyter’s sterling silver 3 DIAMOND AMIGOS CURVE POSTS earrings (inset), which are available at [adinareyter.com](http://adinareyter.com).

COURTESY OF ADINA REYTER

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