

# Charlotte Verity

Manipulation of glass means Charlotte's jewellery has a distinct identity

## What was your path into jewellery design?

I realised that jewellery design was my ideal vocation in 2001 while attending a part-time evening jewellery class. In school I excelled at art and design, but I was also very good at mathematics and science. Jewellery lets me be creative, using my hands and my imagination, yet it often requires precision. Scientific knowledge is also advantageous; for example, I understand why the chemicals I use behave as they do, and I can identify what elements are present in each type of glass to make it coloured. Jewellery design is an amalgamation of my major interests; art and design, fashion, craft, metalwork, gemstones, colour, pattern, etc.

## What are your inspirations?

My inspirations are vast and varied; from the fashion industry and haute couture to Victorian style, via gothic imagery and literature. I like to study pattern and ornament, although the inspiration for my most recent Bubble collection originally came from my love of being in a vibrant city after dark. The pieces have developed since my initial designs, but I still love the juxtaposition of bright colours against a dark background.

## What is jewellery?

Jewellery is a form of decoration for the body; it is an adornment to relieve plainness. In my opinion, it does not have to be made of precious materials;



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the value of the jewellery should be measured by the amount of delight it brings to the wearer.

## Which materials do you work with and why?

I often combine sterling silver with glass in my pieces. I like to work with silver using the traditional methods, and I manipulate the glass components in an oxygen and propane torch flame, or using a kiln. I choose to work with glass as I love its fluidity while molten, its hardness and shine when cool, and the endless array of colours there are to choose from. Other materials I use are chosen for their colour, or the way they interact with light.

## What is the target market for your jewellery?

I believe my jewellery best suits unfettered, independent, self-purchasing women, of any age, who have an appreciation of style and design, and who enjoy choosing items that are a little out-of-the-ordinary.

## Where have you exhibited?

Many different places around the North West of England, and recently I exhibited at One Year On, part of the New Designers show, in Islington, and then at a craft and design show, also in London, selling to the public. I am discovering that every show is very different to the last; I especially enjoy exhibitions where I can meet other creative individuals and interact with potential buyers to find out their opinions of my work. I am currently exhibiting at IDEAS'08 (Innovative Design Exhibited And Sold) in Bury, and this year is the first time I am exhibiting with Dazzle. I am very excited to be a part of such an immense exhibition; the show is in the Manchester Town Hall all throughout November and December.

## How difficult is it to develop your own brand, and awareness of it?

So far, I have not encountered many problems while developing my brand, as my brand image is basically an extension of myself, and I know my own proclivities better than anyone else.



