

# penny preville



**1978**  
TAKING ROOT: GINKGOES



**1980**  
A FAN FAVORITE



**1982**  
FLORALS BLOSSOM



**1984**  
OPEN SEASON



**1986**  
GETTING RUFFLED



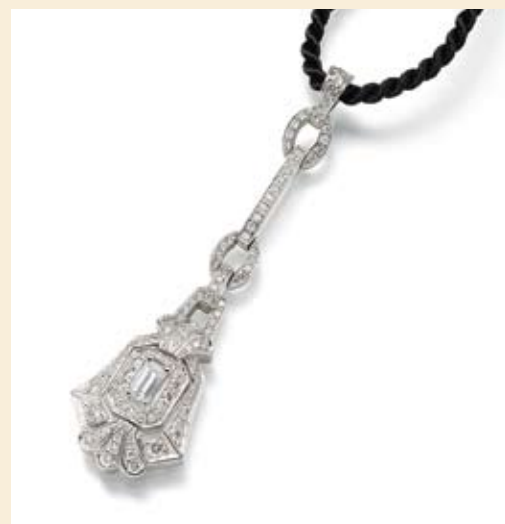
**1988**  
MEDIEVAL TIMES



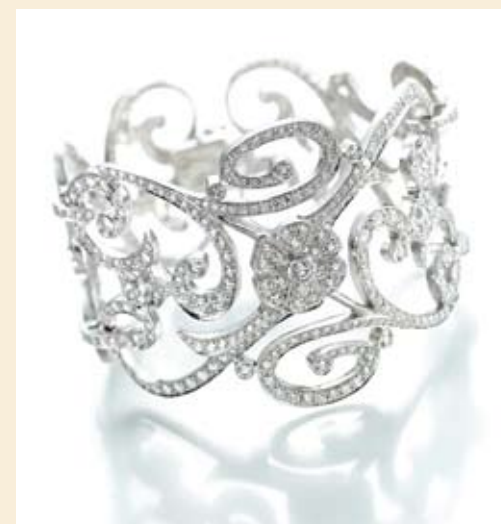
**1989**  
ANCIENT ADORNMENTS



**2002**  
CROWNING GLORY: GARLAND



**2003**  
DECO REDEFINED



**2004**  
EVOKING EDWARDIAN



**2005**  
ART NOUVEAU ANEW



**2006**  
THE DELICATE CYCLE

HALFWAY THROUGH MOST DESIGN-RELATED dialogues with Penny Preville, she starts to doodle: a rose here, a scroll there, details everywhere. It doesn't mean she isn't listening to you—she is. In fact, her doodles are usually in reaction to something you've said. Penny can't help herself—she is a born artist, with creativity in her DNA.

After nearly three decades of making fine jewelry, this Long Island-based innovator still gets excited about designing—and those spontaneous sketches and scribbles are, quite simply, visual proof. As she puts it, "I love what I do: making very feminine, fashion-forward jewelry that wom-

en—myself included—really want to wear."

While many of her peers fancy being at the bench, that's not Penny. Strongly influenced by her mother who was an interior designer and antiques shop owner, Penny prefers the creative process. Described by one retail client as "the ultimate people person," she also favors interacting via personal appearances with the consumers who ultimately buy her designs. It works so well that Penny Preville has become one of the top-selling self-purchase jewelry lines for upscale independents and department stores.

How is it this "princess of self-purchase" understood that all-important consumer market even

back in the '70s, when she and her husband and business partner, Jay, launched the company? "It's not always easy," she admits. "Sometimes I even feel like I have no ideas in my head, like I can never design again. But then I go within myself and try to figure out what it is that I would love to wear. I think of my lifestyle and the needs of today's women. That's when the ideas start flowing."

Those initial designs looked quite different from the current designs that many of her customers affectionately refer to as "my Penny pieces." But the common thread was that the former college art major was inspired by historical periods. In the early

days, often those influential periods were more ancient than the modern historical eras that she references today. In the beginning, 18k green gold medieval or Byzantine designs were in abundance.

Today, her romantic and versatile collections, often with diamonds, are frequently inspired by

trendy. It's not 'in' one year and 'out' in two years."

Underscoring that the majority of Preville jewelry sales are to female self-purchasers, is Michael Pollak, president of Hyde Park Jewelers in Denver. "Her focus has always been on jewelry that a woman buys for herself," he says. Pollak has been buying

tomers are glad that, years ago, the designer didn't follow a different career. At one time, Penny considered becoming an art therapist, working with hospital patients, helping them to express their emotions through drawing. Today, of course, she works with people, helping them to express themselves

Photos 2002-2006 by Chris Trayer