penny preville



days, often those influential periods were more trendy. It's not 'in' one year and 'out' in two years." tomers are glad that, years ago, the designer didn't ancient than the modern historical eras that she elry sales are to female self-purchasers, is Michael ered becoming an art therapist, working with hosreferences today. In the beginning, 18k green gold medieval or Byzantine designs were in abundance. Pollak, president of Hyde Park Jewelers in Denver. pital patients, helping them to express their emo-Today, her romantic and versatile collections, "Her focus has always been on jewelry that a wom- tions through drawing. Today, of course, she works often with diamonds, are frequently inspired by an buys for herself," he says. Pollak has been buying with people, helping them to express themselves



1984 OPEN SEASON



1978

TAKING ROOT: GINKGOES



1980 A FAN FAVORITE



1982 FLORALS BLOSSOM

1989 ANCIENT ADORNMENTS

HALFWAY THROUGH MOST DESIGN-RELATED en-myself included-really want to wear." dialogues with Penny Preville, she starts to doodle: a rose here, a scroll there, details everywhere. It that's not Penny. Strongly influenced by her mother doesn't mean she isn't listening to you—she is. In fact, her doodles are usually in reaction to some- owner, Penny prefers the creative process. Described thing you've said. Penny can't help herself—she is by one retail client as "the ultimate people person," a born artist, with creativity in her DNA.

elry, this Long Island-based innovator still gets It works so well that Penny Preville has become one excited about designing—and those spontane- of the top-selling self-purchase jewelry lines for upous sketches and scribbles are, quite simply, visual scale independents and department stores. proof. As she puts it, "I love what I do: making very feminine, fashion-forward jewelry that wom- derstood that all-important consumer market even

2002 CROWNING GLORY: GARLAND

While many of her peers fancy being at the bench, who was an interior designer and antiques shop she also favors interacting via personal appearances After nearly three decades of making fine jew- with the consumers who ultimately buy her designs.

How is it this "princess of self-purchase" un-

DECO REDEFINED

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

2004 EVOKING EDWARDIAN

Edwardian, Art Deco, and Art Nouveau—hence, the many garlands, leaves, flowers, scrolls, hearts, ribbons, and bows. Newer collections have a decidedly delicate feeling, recalling luxurious bygone Candy and Mark Udell of the Long Island chain, eras of antique laces and embroideries.

The thing about Penny is that she gives women what they want, but perhaps more importantly, she usually knows what they'll want before they do. It's that trendsetting sense that leads Kathy Tivol of Tivol Jewels in Missouri and Kansas, to call Penny "a style icon." Tivol says, "Penny is always coming up with new things, making trends. She has an instinct about her customer. But her jewelry is today, not

London Jewelers. Candy says, "This one customer we have will only buy the jewelry that Penny herself is wearing on her body. She thinks that it's good karma if she wears what Penny wears." Penny lives not far from London Jewelers' Manhasset store, so it isn't uncommon for her to stop in unannounced, then step behind the counter and start wardrobing elry that reflects the taste of women. And, whether potential customers.

Underscoring that the majority of Preville jew- follow a different career. At one time, Penny consid-

1986 GETTING RUFFLED

1988 MEDIEVAL TIMES



2005 ART NOUVEAU ANEW

"People are collectors," he says.

Much like the jewelers who carry her line, cus- they'll be women with a fashion consciousness."

2006 THE DELICATE CYCLE

Penny Preville jewelry for his clientele for 28 years. through jewelry. The designer's own self-expression has earned her accolades, among them the Jewel-One of the best "collector" stories comes from ers of America's New Designer of the Year back in the late '70s and the Women's Jewelry Association Award for Excellence in Design in the late '90s.

> As one looks at her career and the evolution of her work, the obvious question is, what's next? Pollak says, "If you ask me what she'll be making five years from now, I don't know exactly. But I do know that, like always, Penny Preville will be designing jewthey're teenage girls or 30, or 50, or 70 years old,