


WWD



Ward Kelvin's 18-karat gold, Mali garnet and diamond earrings.

Photo By Thomas Iannaccone

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Ward Kelvin

Backstory: Ward Kelvin took a surprising route into the jewelry world: His first job after graduating from Pratt Institute in the late Eighties was designing toys. "I did the [McDonald's] Happy Meal boxes," says Kelvin. "I did toys for 'The Simpsons,' Pee-wee Herman and 'The Flintstones.' I worked for Hanna-Barbera, as well." From there, Kelvin went on to design trophies at Tiffany & Co., then spent 10 years doing tabletop products and silver jewelry there. His résumé also includes positions at Estée Lauder (makeup packaging); Polo Ralph Lauren (leather goods, home), and David Yurman (design and product development). "There's an illustrative quality to everything I do," says the Long Island native. "My pieces are

decorative in a graphic way — and, funnily enough, designing a china pattern and designing jewelry relates."

Collection: Kelvin calls his line American Chinoise, noting that it's influenced by Thirties Hollywood Regency style. "I love home design, and this collection is really a response to my interest in that era," says Kelvin, who cites interior decorator Frances Elkins as a major design inspiration. The debut lineup features cocktail rings in the shape of bamboo stems as well as a number of open latticework pieces — the plumelike gold, diamond and Mali garnet earrings, for instance. The latter, Kelvin notes, was a recession-friendly move, as is his use of recycled 18-karat gold. "I'm creating big, bold looks with an economy of material," he says. But he is also honoring his toy-making roots with whimsical pieces such as a lariat necklace featuring a gold monkey swinging from vinelike green and champagne quartz strands.

Stats: The collection retails from \$3,000 to \$8,000 and will be available exclusively at Bergdorf Goodman.