

FRONTROW

M O N T H L Y

December 2011

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That
Glitters*

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WALKER'S Explosive Memoir**

Attainable Luxury from Jewelry Designer **Stacey Whitmore**



If you're anything like the staff of FRM, you have a jewelry problem. You are drawn to anything that sparkles and you thrive on red carpet arrivals just to see whose diamond chandeliers are the longest. You sigh, wondering what it must be like to be able to afford the same kind of baubles that you see on the celebs. Now you can. Jewelry designer Stacey Whitmore has created a stunning line of jewelry inspired by some of the most famous pieces, worn by some of the most famous women.

As a former branding expert for celebrity clients at CMG, (the worldwide leader in representing the estates of deceased celebrities), Whitmore had the opportunity to explore thousands of photos of iconic women adorned with rare and exquisite pieces of jewelry.

Inspired by these breathtaking pieces of history, and by the desire to make luxury more attainable, Whitmore created a beautiful, high-quality line of jewelry sold exclusively through HSN.

FRM chatted with Ms. Whitmore about her line, Jewelry of Legends, and found out what makes this sought-after designer tick!

FRM: Your jewelry is gorgeous!! Yet you come from a business background. That's quite a leap! Have you always had a creative side?

SW: Thank you! I have always had a creative side - especially an eye for great jewelry, so getting involved in fashion jewelry is the perfect career choice for me. I love what I do!

FRM: What prompted you to create the Jewelry of Legends line?

SW: I was inspired by the fabulous jewelry worn by these icons and I wanted to recreate them into affordable statement pieces. There is an interesting history behind all these pieces and that's what makes them so special.

I remember thinking, 'I wish I owned something that looked like this,'...and then hit me. Why can't I? Now, I don't have to dream about wearing these amazing pieces anymore.

FRM: And neither do we! Clearly your work in strategic branding is an incredibly useful skill while growing your own jewelry line. What direction do you see the brand going in? Do you think you will stick with jewelry exclusively?

SW: As of now, I see myself growing the brand with accessories like purses, sunglasses etc.

These icons have signature looks with their accessories and I want to give my customers the opportunity to channel their favorite icon with these timeless pieces too.

FRM: The Jewelry of Legends line is exclusively sold through HSN, but are there other lines available for purchase online or in retail establishments?

SW: Not currently. HSN is the perfect fit for my line right now.

FRM: What I love most about the HSN line is that the pieces are classic. Trends come and go, statement pieces go in and out, but this line will surely stand the test of time. Was that a primary goal? To create affordable luxury that is never out of style?

SW: My mission is to create affordable pieces that look like a million bucks. Each piece gives the adorned look without the hefty price tag. I work very hard to make sure Jewelry of Legends meets my customers' standards and looks as good as the gorgeous jewelry in the pictures.

FRM: My favorite piece is the Princess Diana inspired Gold Bangle Bracelet. Do you have a favorite piece?

SW: Thank you! I love that piece too!

My favorite piece is the simulated sapphire and pearl necklace inspired by Princess Diana. The reason it's my favorite piece of jewelry is because of its history. This choker was originally a brooch! Princess Diana decided to have it made into a necklace and it became one of her signature pieces of jewelry. She was truly an arbiter of taste! That's why I am so passionate about this necklace.

FRM: I love it. When you are drawing inspiration from history, there is an amazing story behind every piece!

SW: Exactly!

FRM: What drew you to Marilyn Monroe and Princess Diana? It's interesting that they are both icons, yet their paths to that status were so different. In your mind, what qualities does an icon embody?

SW: Both of these icons had impeccable taste in jewelry! They accessorized their outfits with beautiful pieces that added something special to their memorable style.

In my opinion, an icon is someone who makes an everlasting impression - whether it is through their style, talents, business or charity work.

I am inspired by jewelry that makes this sort of impression. I want my customers to look and feel like they can conquer anything.

FRM: Any plans to add other icon-inspired collections to the line?

SW: Yes! We have several new exciting entertainment collections for the first quarter of 2012. I can't wait to share the news with my fans!

FRM: Can't wait!! Any other projects in the works?

SW: As an entrepreneur, I am always thinking of things people would want to buy. I like to keep myself busy with things that I am passionate about.

Now, I am in the process of creating an entertainment jewelry line that has never been done! I have to keep quiet about it, until everything is final, but it is going to be a big hit with jewelry collectors!

FRM: Pretty soon everyone will be walking around with gorgeous jewelry ;) Thanks Stacey. We can't wait to see what's next!

For more information visit JewelryofLegends.com and Facebook.com/JewelryofLegends



Marilyn Monroe Inspired Flower Crystal Ring 37.50

Marilyn Monroe Inspired Pave Drop Earrings 54.95



Marilyn Monroe Inspired Crystal Drop Earrings 49.95



Princess Diana Inspired Simulated Sapphire Ring 34.95



Gold Bangle Bracelet 34.95



Crystal Knot Stretch Bracelet 69.95



Marilyn Monroe Inspired Crystal Cascade Bracelet 64.95