



Metaphysical jewellery - what's it all about



Like many jewellery creators, Marg Anderson started out a few years ago making jewellery for family and friends and through word of

mouth saw the demand for her pieces grow beyond this familiar circle.

But then she took a very different direction, deciding to specialise in the creation of metaphysical jewellery. Today Mandodesigns operates from Marg's home based studio and her pieces are sold privately and through two stores - Vanilla and Source - both located in South Terrace, South Fremantle.

But what is metaphysical jewellery?



Says Marg, "The pieces are created by combining semi precious gemstone, crystal and sterling silver beads along with silver charms. Gemstone beads are rare, durable and very beautiful, but also hold depths of meaning; each can have an effect on an emotional, spiritual or physical plane. They may promote balance, healing, stress relief or meditation. They can be worn for these purposes, or simply as a stylish piece of jewellery."

To provide a better understanding

of metaphysics, Marg has created a hardback book based on her blogsite. The book lists the metaphysical properties of all the beads and charms used in her work.

This helps the client to choose what



design, bead or charm best suits them. A page in the book is dedicated to her wonderful cat Mandella. "Mandella inspires me daily and is the instigation behind the unique Mandodesigns logo."

Most recently, through the power of social media, Marg has been liaising with an overseas entrepreneur on a new range. She has also designed for a very talented California based singer musician, Zuri Star, as well as other overseas customers. Says Zuri, "I love my bracelets so much and am constantly complemented on them. I pair them with silver and leather bangles while wearing boots and jeans or with silver strung beads and dresses."

Marg has trained in jewellery design at the Fremantle Art Centre, but relies strongly on her interior design



qualifications, which assist greatly with colour selection and design. Her yoga training helps with the spiritual aspect of bringing the whole Mandodesigns metaphysical concept together. "My jewellery is a bit like an extension of my overall life," she says.

She focuses on producing bead bracelets and necklaces with charms, long leather necklace lariats and leather bracelets. She looks closely at seasonal fashion colours and tries to produce items which will complement and match current fashion trends. "My Autumn/Winter range is all about solid blocks of strong colour. Black, alongside splashes of white, green, red, electric blue and vibrant orange will feature prominently."

Her charms are sourced from Australia and all over the world including Bali, Thailand and the USA. "About 90% of my beads are from Western Frontier Traders. I try to vary my stock to avoid a mass produced feel." Visit Mandodesigns at <http://www.mandodesignsmetaphysicaljewellery.blogspot.com.au/>



Branding, logos and hallmarks

the affordable way to create a following and enhance your reputation

Having your own brand, logo or hallmark (maker's mark), or any combination of these three, will help differentiate your creations from others.

And in time, if the pieces you create reflect quality and value you can create a following and have your work sought after. There are other benefits as well. In the first place a hallmark, brand or logo makes it

easier for valuers to value your piece for insurance purposes. It also enhances your reputation in the industry.

Some believe that creating a brand is expensive and really not worth the effort. One of the reasons is they are thinking of some iconic brands such as Coca Cola, where millions of dollars are spent each year on advertising by a company that's been around for more than a century.

But what about Picasso? His works are well recognised and command high prices, yet he spent virtually nothing on developing recognition of his works. What he did do is brand his work by putting his name on the corner of each canvas.

In recent years, Pandora has developed a name recognition and a following. The opportunities to do likewise exist today. So brand your work.

Tell them your story

Another way to differentiate your work is to add extra value through telling a story about your piece and yourself. For each piece you create, write about the materials used and your own story (artist's

statement) covering your qualifications in jewellery design and creation. Don't forget to mention any awards or large exhibitions your pieces have won or been displayed in.

This gives the potential buyer an extra reason to select your piece over another they equally like, because they can tell your story to anyone who comments on their jewellery.

A helpful hint

A helpful hint is to give your customer some notes on how to care for and look after the piece.

Marketing - learn from others

When it comes to marketing, you'll find a host of tips on the internet. However, also study what others are doing right here in Perth. Where does their work come from? Is it social media such as Facebook and Twitter or a website, a blog, market stalls, shop displays, flyers or a combination of

some of these? And what about other more traditional media, including networking?

Whatever you choose, keep one thing in mind you'll do a lot better if in your promotions you create excitement and differentiate yourself and your creations from the rest.

Stamping your work

Alphabet or number stamps are used to convey a message of importance while hallmarking stamps add value to your piece by marking it with authenticity of material used. Stamping can of course also personalise a piece and help differentiate it from others.

Did you know?

No one knows when maker's marks first made their appearance.

However, the enforced use of a maker's mark was introduced in London in 1363. It's purpose was to prevent the forgery of leopard's head marks upon silver of debased content by providing an indication of the party responsible for the piece.

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Design your own personalised custom hallmark stamp. It can feature your name, initials or logo. We will have it made for you at an amazing price ranging from **\$70** for 1-2 letters to **\$135** + GST for your logo



Handy tip: How to Tie Elastic Bracelets

Beaded bracelets are perhaps this year's most popular fashion accessory and are so easy to make. But one question we keep on getting asked is "how do I finish off the bracelet." Fortunately, we have the products to help you do it. Then, all you need do is go through the following steps:

1. Thread beads and charms onto elastic, leaving 5cm on either end for tying off. It is best to use a good strong elastic and a thickness that is appropriate for the bead size.
2. Tie one knot first and pull tightly to get the right tension
3. Once the tension is correct tie another two times and then put a small amount of glue on the knot to secure.
4. Once the glue has dried place a crimp cover over the knot to hide it and then cut off the excess elastic cord.



ELASTIC CORD
0.5mm, 0.6mm,
0.8mm and 1mm

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CRIMP COVERS
Silver and gold
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A320 Glue **\$11.75**^{+ GST}

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LPG soldering torch with 3 interchangeable heads giving a wide range of flame size from fine soldering to annealing of large pieces.

The ORCHA torch M75 is an inexpensive torch for craftwork, general repair, soldering and annealing.

The kit includes the following accessories:

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- Plastic Tweezers
- Solder Pick
- Solder Easy 0.10 grams
- Solder Medium 0.10 grams
- Solder Hard 0.10 grams

- Pickle Safe Compound
- Borax Compound



\$145^{+ GST}

Tools

Diamond Needle files

Long wear resistance - can be used on metal, ceramic, glass, stone and great for tool and die making. They come in 150, 240, 400 and 600 grit



WFDN215150
Jumbo needle files
215x180mm
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For the Natural Look

Leather Bracelets

A great fashion accessory that can be worn as they are with charms added. Men's and Ladies styles.

from **\$9.45**^{+ GST}



COMING EVENTS

"WEARABLE NARRATIVES"

A showing of contemporary Jewellery and Objects from Perth's most talented and innovative jewellers and craftspeople JMGA Group Exhibition @ Gallery Central Perth

12 Aberdeen Street PERTH Runs from 9 to 30 June.

Opening Night Friday 8 June.

Winter - a time for warm fashionable colours

This winter co-ordinate your accessories with the season's warmest and most fashionable colours of gold, brown, red, cobalt

blue, burnt orange and teal green. Your chosen colours can be strong and matching or mixed to accentuate your outfit.

STONES ON SPECIAL

Pyrite Beads



PY16	16mm Round	\$14.75 +GST
PYB	10x19 Briolette	\$6.80 +GST
PY5x8	5x8 Roundel	\$11.65 +GST
PY8F	8mm Round Faceted	\$8.75 +GST
PY12D	12mm Flat Disc	\$5.85 +GST

Coral



COB14 14mm **\$28.60** +GST

Dyed Jade Bead



JBDB14F BLUE 14mm Round Faceted **\$8.45** +GST
JGF12 GREEN 12mm Round Faceted **\$8.45** +GST



Brown Beads

JBR12F	Dyed Jade 12mm Faceted	\$6.73 +GST
ABB12F	Brown Agate 12m Faceted	\$10.10 +GST
SQB12F	Smokey Quartz 12mm Faceted	\$6.00 +GST
AB14F	Agate 14mm Round Faceted	\$8.45 +GST

Dyed Howlite Beads

SKIP1	Small Skulls	\$4.00 +GST
BJCHP	Butterflies	\$7.50 +GST
HNBOY	Boys	\$4.50 +GST
HDT	Turtles	\$4.05 +GST
HDCR	Small Crosses	\$4.00 +GST



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