



BEAUTY is in the details

ELLE Jewelry's designer, Claire Vessot, believes in finding something special in the smallest aspects of everyday life

BY BONNIE SIEGLER

Someone bent down one day and whispered in her ear, "Stay close to beauty." Since that day, the Montreal native, Claire Vessot has been inspired by that idea throughout her work, designing fashion and fine jewellery. Today, Vessot is the sole designer for ELLE Jewelry Collections, a jewellery line distributed worldwide through Brands 88 Inc., an affiliate of PAJ Group, one of the world's largest sterling silver suppliers since 1976.

In 1995, Vessot formed her own company, which provided a design service to numerous clients, including Montreal-based Bijoux Continental. PAJ Group acquired Bijoux in 1998, and this was how she first met and joined the company.

PASSION FOR SILVER

Revealing a fierce passion for sterling silver, with 18 Industry Design Awards behind her, Vessot's designs begin with layers of sketching and often take her all the way to clay molding, when developing a sculptural ELLE theme of bold dimensions.

"Until recently, silver seemed to take a back seat to other precious metals," explains Vessot on her metal choice. "I have always believed in sterling silver and saw it as a way to create pieces with fierce passion and expression, jewellery that can carry a look and has value to back it up. Its properties allow me to extend fine treatments such as back plates, hidden connections, softer looks or knife edges, all with a flawless finish and a rich luxurious feel," she says. "I love the way it takes on the feel of the wearer. Fine sterling has a look of its own. It's very personal, and silver is an experience." Based on the top trends from fashion forecasters, Vessot creates her collections each season, keeping textures, colours and silhouettes as her inspiration.

Staying close to beauty is a philosophy Vessot has been faithful to. Yet, what defines beauty in jewellery? "It's more of a state of mind, it's the beauty of the process," she carefully explains. "The peace and happiness during the creative process, some great music playing while sketching, that fantastic feeling when I'm onto something new - all these things that I hope translate somehow into the finished piece." How can she tell when she actually attained beauty? "It's something that creates a good feeling."