

## You are what you eat, you are what you wear!

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Photography © José Medina Molina

### **Scientific jewellery designer Tiffany Rowe**

Tiffany Rowe, an eccentric British-Swiss designer based in Geneva, Switzerland puts her biology lessons to use by creating a mind-boggling contemporary jewellery collection of organic matter.

### **Jewellery designer Tiffany Rowe's collection "Ephemeral"**

Entitled "Ephemeral", the jewellery collection consists of very unusual ingredients - necklaces made of roses, berries, mushroom and even intestines and tripe!

Although your first reaction may be "ew, gross!" you will be in for a pleasant surprise. It seems that all matter in contact with Tiffany Rowe actually turns into visually stunning pieces of art.



Jewellery designer Tiffany Rowe's collection Ephemeral: necklaces made of roses (pic 1) and grapes (pic 2).  
Photography © José Medina Molina



### Gaga in the raw!

Photography © José Medina Molina

Following Lady Gaga's bold appearance sporting a dress made from cuts of dead cows at MTV Video Music Awards last year, Tiffany Rowe's Ephemeral collection could be the next big thing in the megastar's wardrobe. The necklace made of intestines (pictured right) would make an ideal accessory, play its part in 'cock-teasing' the press and it would look a million times better compared to plain stitched beef.

## A word from designer Tiffany Rowe on inspiration behind the collection:

"Having studied biology, I'm in constant admiration of the simple but perfect beauty of nature that surrounds us. However, living in Geneva city I'm also confronted by luxury, wealth and trivia. It's a bit of a paradox, really. Walking back from the market, I suddenly had the bold idea of creating a jewellery collection that no one could buy or own, and would only exist a short moment – sufficient to be immortalised by photography, but no longer. With fresh ingredients bought from the florist, farmer and even the butcher, I set about creating sculptural necklaces, largely inspired by 16th century portrait paintings. Wishing to steer away from current consumerism, I draped a model in silk taffeta and "constructed" the jewellery directly on her. In the manner of Oscar Wilde's character Dorian Gray, I secretly dreamed being able to suspend time, yet by the end of the afternoon the roses had withered and the fruit had dried. I rather liked the idea that this ephemeral collection could not be possessed and that all that would remain of it would be six images, memory of the odours and the pleasure I had in imagining it."



Jewellery collection Ephemeral: Tiffany Rowe's necklaces made of mushrooms (pic 1) and tripe (pic 2).  
Photography © José Medina Molina

When you envision Tiffany Rowe's transient jewellery collection Ephemeral, artist and photographer Carl Warner's foodscapes come to mind. Mind you though, Tiffany Rowe is not all about just the eatable matter. For instance, one of Tiffany Rowe's previous avant-garde pieces entitled Nightshade (pictured right) was constructed out of black bin liners. Although these are more of "installation art" pieces rather than wearable jewellery, one thing is for sure; if you were lucky enough to get to wear it you'd never be seen wearing the same accessory twice!



## Tiffany Rowe's CREA-TIFF BIJOUX



Tiffany Rowe modelling own necklace and ring.

Not all of Tiffany Rowe's jewellery comes to an end by sunset. Some of her pieces could actually last the eternity. Crea-tiff Bijoux is the brainchild of the eccentric Anglo Swiss designer and it also presents various jewellery pieces made from a variety of longer lasting materials. Tiffany Rowe acquires small objects and various beads as she travels the globe and those pieces are later transformed into sculptural jewellery. In general, silver wire is often the backbone of Tiffany Rowe's generously voluminous necklaces and rings, giving the jewellery a contemporary twist. Tiffany's recent pieces also feature aluminium, polymer foam, resin and gold leaf.

"The most important aspect of my Crea-tiff Bijoux is to encourage artistic exchange as I love to work and collaborate with local and independent fashion designers, photographers and make up artists."

With each Tiffany Rowe's item designed and created by hand, whether for the purpose of installation art or to be presented as wearable jewellery, no two pieces of her collection will ever be the same. Tiffany Rowe's bold individual designs will compliment bold eccentric fashionistas!



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