



Tiffany Rowe discusses biology, contemporary art and food as inspirations for her jewellery line: cre-tiff bijoux

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Tiffany Rowe is a British national, but was born and lives in Geneva, Switzerland. She originally trained as a biologist, specialising in animal behaviour. She is a very unusual ethologist since her penchant for fashion and contemporary art have helped shape her career. Inspired by her knowledge of science, her jewellery creations (crea-tiff bijoux) frequently take on the form of round organic structures, elliptical earrings that are reminiscent of the trajectory of an electron, beads that form accumulations that evoke exotic fruit and necklaces that are often likened to models of the solar system!

What turns you on creatively or emotionally?

My work has been partially influenced by contemporary artists such as Jeff Koons and his shiny metallic installations, as well as Louise Bourgeois with her globular marble sculptures. Being rather "gourmand," I have also created colourful fruit-like jewellery and extremely light polymer beads that play tribute to the macaroons that I adore so much. Recently the unusual texture of galuchat leather has inspired a collection while other recent "oeuvres" have their origins in the mysterious cameo brooches worn by my Grandmother.





What made you embark on a second career, one dedicated to creative art?

I'm extremely curious by nature and enjoy learning. Even when I was busy carrying out fundamental science research, I found the time to take courses in communication and marketing all whilst nurturing my love for art. I've always been guided by what I enjoy doing and can put endless amounts of energy into what I love.

How did you decide to launch your own collection?

I started making rings, presented in chocolate boxes that I offered to my friends. Success was immediate and soon boutiques were selling my jewellery collections. Two years ago, I launched the online boutique.

How do you describe your collection?

I like to think of my jewellery as statement pieces and icebreakers; they are definitely not designed to go unnoticed. The women who wear my jewellery have a committed sense of style, are extrovert and fun loving. To my way of thinking, fashion is not to be taken too seriously; all my jewellery creations are slightly tongue in cheek. I enjoy working with a variety of different, original and sometimes surprising materials. Recent work has included objects made of aluminium, polymer foam, resin and gold leaf. Silver wire is very often the backbone of generously voluminous necklaces and rings, giving the collections a strong, modern twist. Creatif bijoux is synonymous with unique jewellery for ladies who dare to be different.



What is the most difficult part of your work and what are your expectations for the future?

As every creation is designed and hand made in Geneva by myself, each piece of jewellery is unique but this limits the production and distribution. The next step is to find a team who can assist me in manufacturing the jewellery.

What are your concrete needs to realize your project?

I am always interested in meeting like-minded eccentric artists for diverse projects but on a more pragmatic level I am currently looking for people who can help me make my jewellery in producing small, limited edition series.



What would you like to say to the world if you had a few minutes on CNN?

I am very active in the promotion of local and independent artists. In doing so, I have worked with various fashion and cultural media such as the radio and television, hosting many chronicles with the sole mission to further the talent of young designers. As I am frequently collaborating with incredible artists in different domains (photographers and make-up professionals for example), I'm sure if had five minutes on CNN I would talk with enthusiasm about these fantastic people. All too often fashion is about competition. I see it rather as an incredible way to meet creative people with a shared passion.

If you had the possibility to restart your career what would you not do again?

Absolutely nothing. I would do exactly the same, I thus have no regrets. Becoming a woman has taken time and experience, at least in my case!

Anything you want to add to close this interview?

I would proclaim, "Dare to do things differently." Coco Chanel said, "In order to be irreplaceable, one must always be different."

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