



for fashionistas with a southern drawl and a love for the chic life the yummiest scoop in birmingham!



- HOME
- ABOUT
- CITIES
- WISH LISTS
- SCOOPETTE CLUB CARD
- TESTIMONIALS
- MEET MY SCOOP



- FASHION
- BEAUTY
- JEWELS
- BEST DRESSED
- MUST HAVES
- SCOOP THIS
- STYLE TIPS
- TRAFFIC STOPPERS
- POSH PADS
- HAUTE TRAVEL
- CHIC ENTERTAINING
- DRINK OF THE MONTH



j e w e l s

Designer Spotlight: David Lee Holland

Tuesday, Sep 28, 2010

Hailing from Selma, Alabama, Manhattan

jewelry designer David Lee Holland creates

breathtaking 18kt gold jewels inspired by

nature. The curve of a branch and twist of a

twig lead the way for a stunning collection that

can only be described as works of art. My

Scoop has fallen in love with the designer and

his baubles.



[click to view gallery](#)

How did you get started as a designer?

My mother and father were both jewelers. My father was actually a master jeweler and had a

- FAB FITNESS
- COLUMNISTS
- PRESS



school for jewelers in the small town of Selma, AL. So I grew up helping them teach. I guess it was something I was born to do.

Tell us how nature influences your jewelry designs.

This links back to Alabama originally. I grew up surrounded by beautiful flower and vegetable gardens and a lot of amazing trees. My Mother still lives in the house I grew up in so it definitely stems from my youth. My first job was at *Vogue* where everything was cement and concrete. I decided to stop publishing and follow my passion of the beauty of nature and botanical forms. That's what it is about for me.

Where do you find inspiration?

In the winter, when there are trees with no leaves I see a sculpture. I create wearable sculptures inspired by the beauty of nature. I am also really inspired by the texture in nature and the asymmetry. For example, each leaf is unique in texture, color, size and form.

Is designing as fun as it seems it would be?

It's a gift because it's so exciting to come up with a design but then to also create the first prototype. I love to interpret nature and share this with other people. It is a lot of work, but it is also very rewarding. I try to schedule my life; schedule a time to design. It doesn't work that way because your mind has to be in the right place to create.

As a child did you envision yourself doing something creative?

I don't know that I did. Growing up, I didn't regard myself as wanting to be an artist one day.

This came later, from meeting designers and creators through my work with Conde Nast publications. I believe we all have the talent to create. It is important to give yourself the permission to do so.

What are some of your favorites in the collection for fall?

All of my designs are 18kt gold. There is a new pair of shoulder duster earrings that are beautiful. Made from three heart shaped leaves; small, medium and large sized leaves. In the center is bezel set diamonds. They really dangle from the ear.

If you could be anywhere in the world where would you be?

Where I was this past weekend. In Mykonos Island. I love Greece with its magnificent history and scenery.

Where do you see your company in 5 years?

Wow, that is a great question. With the way of the world and the economy right now, my business partner Yanni Kyriazis is working on a sterling silver collection. Currently, most of our collection is 18kt gold which is not inexpensive. Sterling silver will offer a more accessible price point for more people. I see that as our future. Offering beautiful collections in gold as well as a more affordable collection in sterling silver.

You are known for your philanthropy and even donate funds from your 18kt gold collection. What organizations do you support?

What I have been most excited about this year is supporting the Birmingham Botanical Gardens. To really support an organization, you have to meet a lot of people. Saks Fifth Avenue has been a very important link in facilitating our relationship with the Botanical Gardens. It is something I am passionate about.

Who is your favorite celeb to wear your designs?

Of course there were many exciting celebrity clients popping by the gallery in SoHo. That's all I can say. How about this, I will tell you over drinks!

Tell us about a typical day for you:

There is no typical day. Personal appearances at select stores are very important. So from January 1-July 30, I was on 32 airplanes. I wake up most of the time in a hotel room and wonder where I am! Home is Manhattan. Normally, we leave every Wednesday and fly somewhere to set up an exhibition for a personal appearance. We are there meeting people and showing the collection until Sunday. Then on Monday and Tuesday I am in the office trying to catch up. I leave out again on Wednesday.

Are you exhausted?

This travel cycle is very tiring! But is it also exciting and thrilling. A lot of anxiety comes with it also.

Any advice you would give to aspiring designers?

Be born rich or marry someone very rich! It makes it so much easier!

Seriously, it is difficult to find buyers because people worry about new, young designers. Will they be around next year? You must plan on longevity. That is part of the reason I opened my own gallery. Also, I wanted to showcase young designers. So every summer we carry a show for five new designers. There was a great Japanese woman designing and living in New York. Yanni arranged several amazing PR appearances for her. When we called to tell her she said she couldn't do it. When I asked why she replied, "I am too busy making jewelry." You can make the most beautiful pieces, but you must also get out and develop a clientele and meet people. If not, you will just have a large collection of beautiful jewelry and nothing else.

Don't miss David Lee Holland's personal appearance at [Saks Fifth Avenue](#) in [the Summit](#) this Wednesday-Saturday. Currently on display at Saks Fifth Avenue in the Summit is the [David Lee Holland](#) Azalea leaf pendant and pin accented with pave diamonds. The pendant was specially designed to commemorate the fifth anniversary of Antiques at The Gardens. The original piece will be given away in a special drawing Sunday, October 3 at 3:00 p.m. Tickets are \$10 and can be purchased [online](#) or at [Antiques in The Gardens](#).

