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by Elyse Glickman

## gorjana jewelry



### Simply Gorj-eous

If Melissa Lemer and Lorena Bendinskas, the trendspotting gals behind The **Silver Spoon Hollywood Buffet**, ask you to make repeat appearances at several of their high-profile pre-award show luxury lounges, that says a lot about your approach to fashion and your appeal to women of all ages. Since Gorjana's first showcase a couple of years ago, her striking and simple jewelry has made its way to **Felicity Huffman, Eva La Rue, Hillary and Hailie Duff, Rosanna Arquette, Sarah Michelle Gellar, Debra Messing, Julia Stiles and Claire Danes**—many spotted wearing Gorjana's pieces far from the suite setting.

To be tapped for a Silver Spoon event is an honor, but it's even more gratifying when the pieces get worn every day and on the red carpet. Thanks to the simplicity of Gorjana's pieces, they actually do easily go from day to evening, and from denim to silk. This season, Gorjana is also moving away from her judicious use of stones to bold chains and simple, striking charms that make a statement without being too chunky. "We have definitely seen a big shift with our (retail) buyers leaning towards the more **simple, delicate and classic pieces**," the jeweler notes. "Also, it is all about simple hoops for earrings right now. That seems to be all that celebs are putting on and thus, what real women want as well."

Gorjana's lifelong approach to fashion is that simple is better. Her earliest recollections as a child was helping her grandmother knit sweaters for her family in her native Yugoslavia and finding herself inspired by her home's breathtaking landscape and shapes as they appear in nature. At age seven, she moved to Canada and was quickly immersed in 1980s pop culture that was in full swing. This blast of color and music fueled her creativity, moving her to design everything from belts to jean jackets with her sister. When she landed in the U.S. at age 15, almost like a fairy tale, Ford Model and Talent signed her. While the industry was taken with her Nordic good looks, Gorjana was swept off her feet with the glamorous side of fashion. And where the catwalk ended, in 2004, her run as a jewelry designer began.

Today, you can find Gorjana's collections in better boutiques around the **U.S., Taiwan and Japan**. This year marked the opening of a flagship namesake boutique in Tokyo — testament to the fact that classic, simple shapes travel well. Closer to home, Gorjana jewelry is available online [www.gorjana.com](http://www.gorjana.com) and [Shopbop.com](http://Shopbop.com), [BlueBee.com](http://BlueBee.com) and [Laurie Solet](http://LaurieSolet.com)) and at L.A. boutiques **Giselle Tune, Vanity, Planet Blue, Switch, Atmosphere and Bettina Duncan at Fred Segal**.

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This week, **one lucky reader** will jazz up her wardrobe with one of Gorjana's signature pieces.



Winners will be randomly selected and notified June 18, 2007. US only. [Rules](#)

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