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CAPTIVATING DESIGNER JEWELRY

Local Artisan Reaches New Heights

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MARIETTA PILGRIMAGE
TOUR IS DEC. 2-3



by Kathy Scott

Designer Jewelry!

Aleksa Jewelry Designer Poised for Fame

Aleksa Designs is a secret you'll want to pass on...

If you love jewelry, like I love jewelry, do not miss a chance to own a unique piece of Aleksa Jewelry designed exclusively by local jewelry artisan Dahli Patel. Her designs have been featured in *Lucky* and *Jezebel* magazines, and in January, Aleksa Designs will be marketed across the country in 9,500 outlets thanks to a distribution deal just inked with a major accessory company in Chicago. She has already out-fitted stars at the American Music Awards with her sterling cabochon onyx ring. Even some local celebrities are wearing her jewelry, but don't

let the fear of a high price point frighten you. Patel's jewelry is not only affordable, it looks expensive!

After doing several trunk shows at upscale department stores in and around Atlanta, Patel opened her own boutique in East Cobb County on Johnson Ferry Road in Market Plaza. The shop, which has a very

streamlined, chic New York look, sells designer tops, tunics, jeans, slacks, skirts, belts, purses and jewelry.

"I want to give shoppers a personalized boutique experience," says Patel, pointing out private label silk tops from Aleksa, Tribal and Kaktus that sell for less than \$80. "I like to do things that are eco-friendly," she says. "I bring a lot of things in from overseas, like ShirahLeah handbags made out of shell that is cut and hand-sewn onto the bag. It's different. I'm like an international boutique here in East Cobb," she laughs.

While many women (and men shopping for their lucky lady) in Atlanta have already discovered her sophisticated shop, its unique clothing and corresponding accessories, the signature draw is Patel's designer jewelry.

Her rings, earrings, necklaces and pendants are made from myriad gemstones, including garnets, peridot, moonstone, black onyx, citrine and blue topaz, mined from countries all over the world. The attraction of her pieces rests on the natural beauty of the hand-faceted, hand-polished and hand-set genuine gemstones.





“A lot of my pendants have a floral, natural motif,” Patel says. “They are conservative, yet fun, everyday pieces that afford a lot of versatility. You can wear them with a gorgeous dress or jeans and a cute t-shirt.”

A self-professed lover of symmetry, Patel uses primarily “circles and orbs in various sizes” when she goes to the drawing board to work on new designs. In 2007, she will come out with approximately 40-60 new designs; 20-30 each in the spring and fall seasons.

If you shop before Christmas, you’ll find that the boutique has perfect gift items for the fashion-minded woman—silver bracelets with mother of pearl inlay, a saltwater pearl necklace and earring set, a woven sterling silver bracelet, silver jingle rings and pieces from the “Blooming Flower” collection on satin cords, sheer organza ribbons and silver chains. Women who are so inclined may leave their husbands a “gift wish list” at the shop to make gift buying super easy.

When asked about her inspiration for her creations, Patel replies, “I’m inspired by the opportunity to share my culture with other people. A lot of people look at my designs and say, ‘I see an ethnic touch to this.’” She continues, “My goal is for everybody to be able to afford beautiful jewelry. Whether you have \$25 or \$200 to spend, I want people to come in my boutique and walk out saying, ‘I had a great shopping experience.’”

While the buzz about Patel is sure to heighten, she assures clients that her jewelry will remain affordable and spectacular.

Aleksa Designs is located at 1255 Johnson Ferry Road in Marietta and is open from 11 a.m.-7 p.m. Monday-Friday and noon-5 p.m. Saturday. Clients who would like to meet with Dahli Patel personally to coordinate apparel and accessories should call 770-579-7097 to make an appointment.

