

An UNSCENE interview with
Kirsten Geode of Objets d'Envy



Objets d'Envy: Modern Sparkle
Hand-constructed and stylishly-designed
Swarovski crystal jewelry



kirsten@objetsdenvy.com
www.objetsdenvy.com

UNSCENE: Tell me a little about your vision and Objets d'Envy.

Kirsten Geode: I am inspired by my visceral reaction to the brilliance of Swarovski and design jewelry for the modern woman. The Objets d'Envy collection features evocative, color-drenched Swarovski crystals and sensual chains. The vision is "modern sparkle."

The jewelry is an instant hit with fashionistas and stylish women with the confidence to sparkle. Objets pieces were worn to the Academy Awards by Gayle King and on the Today Show by Stacy London. Other celeb fans are Thora Birch, Susan Sarandon, Stacy Keibler and Paula Deen, among others.

UNSCENE: Do you have stores? What neighborhood(s)?

KG: No, I don't have any freestanding stores. My line is carried in 17 boutiques across the country. Here in Chicago, Macy's on State Street carries my line as part of their "Designers of Chicago Collection." The collection is also sold online at www.objetsdenvy.com.

UNSCENE: Any advice for potential small business owners?

KG: Buy your ideal URL fast. Buy several of them and point them to your site. Be sure to have ecommerce.

UNSCENE: What some of your favorite spots in your neighborhood?

KG: Hands down best Italian: Rose Angelis. Their pasta is incredible and the must-try dessert is strawberries covered in white and dark chocolate. My fave breakfast place is the Bongo Room.

UNSCENE: Describe one of your favorite "objets" you've ever created.

KG: Signature Bracelet from the Rock Candy collection \$180 This is the piece that I started my business with in 2004. It's been my best seller. It comes in 12 colors so there's a hue for every woman. One size fits most...easy everyday luxury.

