

Even the Light Fixtures in Monica Vinader's New Soho Store Are Gold

Jewelry lovers will find a slice of heaven in this brand new boutique

By [Kristen Bateman](#) • 11/30/16 1:00pm



The exterior of Monica Vinader's Soho store. Courtesy Monica Vinader

Working out of a 16th century barn in the English countryside, jeweler Monica Vinader creates covered in pave diamonds, fully engravable textured pendants and simple earrings, covered in colored cut by hand. “Our stone pieces—all of them are bespoke cut—so we draw them, and then we have a host of things we really labor over,” Vinader said by phone.

With multiple stores in London and a variety of online retailers, like Net-a-Porter and Saks, Vinader opening just last week. Complete with Tom Dixon lighting fixtures and a full engraving bar, which services, the space matches the designer's simple but chic aesthetic. At the engraving bar, you can have a handwritten message or drawing etched into your new pendant or flat bracelet. “The shop is very interesting, but that just means it's perfect for browsing, or selecting a thoughtful, personalized holiday



“As a brand, we’ve been getting a lot more customers in the U.S. both on our website and on our pc and Saks,” she said. “Now we have a home for the brand, so our customers can experience the full s into the store with the full range. New York is always a fantastic place to start and one of my favori Vinader to learn more about her favorite things to do in New York, her personal jewelry collection, more.



Tom Dixon chandeliers hang above displays in Vinader's shop. Courtesy Monica Vinader

You personally designed the interior, down to every little detail. Tell us a little bit favorite pieces.

It was just such a beautiful, quintessential SoHo space with brick walls and high ceilings. We reclaimed and stained them a really light color. For the furniture, everything's a real mix of midcentury and I have art on the walls. I have a huge photograph by an artist whose work I collect in the back of the shop called Harry Cory Wright. This photograph is of the marshes outside my house in Oxford. I have a lot of vintage lighting, an amazing installation of Tom Dixon lighting. It's gold disco balls that hang from the cabinets.

What are some of your favorite things to do in New York?

Oh my god, I have so many. I've been coming to New York since I was very little and my parents live here. I love galleries in New York—anywhere from the Guggenheim to the Judd Foundation just up the street. I love the smaller galleries and I love the Whitney [and] the Met, I always find so much inspiration there. I love going to Má Pêche. I love going to Rachel Comey, which I hadn't really been to before, but it's such an amazing space.



The shop is even stocked with royal blue sofas. Courtesy Monica Vinader

How would you define your aesthetic?

The simplicity of the aesthetics is what I'm quite proud of, because making simple things and being quite hard.

What are your favorite materials to work with in your designs?

Eighteen karat gold on sterling silver. I discovered it because my mother was an antique dealer and loved the fact that it had the quality of silver and the look of gold, which I thought was so fantastic a lot, and I love the way you can transform a piece by putting some pavé diamonds on it. I think that's a lot of fun with in the past few years. I think stone-wise, recently we've been working a lot with a stone beautiful green and has an incredibly personality.

What's your design process like?

I always carry sketchbooks and I've got my watercolor pencils, and I sketch on a continuous basis; in every collection. I've got a team of two designers and myself. We start sampling and make a lot of 3D models in the process. I'm quite exact, if it's not perfect, we start again. The process is intense.



Gold tones and light floors can be found throughout the shop. Courtesy Monica Vinader

What jewelry pieces do you wear everyday?

I'm sort of covered in jewelry, as you can imagine. There's a few pieces I never take off though. One is one of my first designs. It's got my daughter's name engraved on it. The other one is a diamond pinky. Then, I wear a Baja bracelet, it's adjustable and fully pavé with diamonds in rose gold. And other things. At the moment, I'm wearing a layered necklace with four or five different pendants that I just have. One has an engraved drawing my daughter did of our dog. Another one has her name on it, and the other ones I wear them over polo necks and jumpers.

What has been your favorite moment since starting the brand?

When I convinced my sister to leave Amazon to come and join my company with me. That was my favorite moment. She's an incredible partner and she's super smart and I think the two of us made this journey together. We've got a very strong family and it's been incredible.

Monica Vinader's first U.S. boutique is located at 151 Spring Street, SoHo, New York.