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Thursday, 27 February 2014

MyriamSOS

If you've seen my previous blog post you'll know that I discovered so many new talented designers at the Wolf and Badger showcase during fashion week. MyriamSOS, a truly unique jewellery brand was one of them. The designer was so lovely, she demonstrated how the 'rubic cube' ring worked, part of the Transformers collection shown in images below. It was a very interesting jewellery collection and I was amazed at the thought put into each jewellery design differentiating them from any other jewellery brand. It gives me great pleasure to introduce you to more about this upcoming designer put together by the brand themselves.

**ONE TO WATCH JEWELLERY DESIGNER OF 2014:
YOUNG SUCCESS STORY MYRIAM SOSEILOS TAKES UK MARKET BY STORM WITH PIONEERING DESIGNS**



Introducing cutting-edge design and avant-garde creations to the UK market, **Myriam Soseilos** is championing the world of luxury jewellery with handcrafted, ornate pieces, inspired by modern architecture. Her stunning collections feature a blend of tiny gemstones, which are meticulously hand-set, thus defining an art form in itself.

Emerging as a true success story, the award-winning Cypriot jewellery designer has been billed as one to watch in 2014 with her simple and innovative pieces. Myriam herself has achieved industry acclaim in being awarded 'Designer of the Year 2013 at Treasure, London's visionary jewellery show, which took place during the world-renowned Jewellery Week (June 2013). She received the accolade for her outstanding 'Transformers' collection, which includes 'transforming' bracelets, rings, necklaces and earrings. This award has given the brand she has worked so hard to create, a clear seal of international approval.

The prolific designer from Cyprus, who once worked as a fashion assistant for an iconic luxury title, operates under the brand name MyriamSOS. This was a name she chose, as 'SOS' represents the first three letters of her surname, which is pronounced 'sauce' in English. It was this pronunciation from which she developed her brand message: *to provide the 'sauce and spice' to any outfit.*

Success did not come easily for this inspirational woman, who initially studied Logistics, a subject thrust upon her, as it was studied by all of her family. This was followed by career stints in Journalism and Advertising. Realising that none of these paths were her true calling, Myriam decided to pursue the career path she had always dreamed of and began working on her jewellery designs, investing all her time, effort and creative energy into her passion for beautiful, niche jewellery.

NAZ



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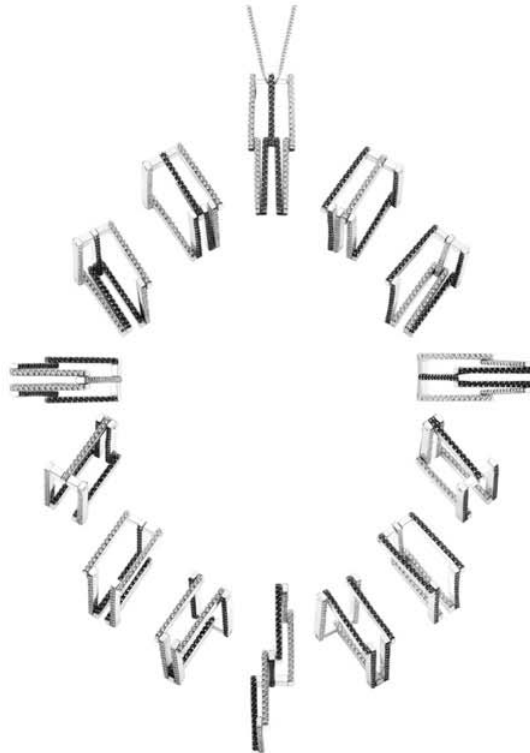
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It is Myriam Soseilos's goal to provide today's modern, sophisticated woman with elegantly minimalist and versatile pieces, empowering them to make statements of differentiation and style.

This approach, coupled with her determination to build a brand from the ground up, is truly one which distinguishes her from a plethora of designers in the industry.

Explains Myriam: "It's the same as when you plant a flower, you have to take care of it - to wait for it to grow, but there's always this possibility of it fading away. You need to be determined and confident but above all you need to be patient in order to achieve the goals that you've set for yourself."



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Pendant

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- Stockists: www.wolfandbadger.com. Prices range from £150 to £765
- Buying from MyriamSOS Website: POA
- For more information on Myriam Soseilos visit: www.sos-jewellery.co.uk

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