

Introducing Robin Lynn Designs – Bold Yet Elegant Jewelry “handmade With Love”

Robin Lynn Designs - An Emerging, Sought-After Jewelry Line is Now Available at the Finest Boutiques Across the Country

July 12, 2010 - [PRLog](#) -- Contact: Kristen Tischhauser

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CHICAGO, IL, JULY 12, 2010 – Chicago native, jewelry instructor, and emerging designer, Robin Wiess, is pleased to offer her handmade jewelry collection, Robin Lynn Designs, at various notable boutiques across the country. Her one-of-a kind statement pieces are made with quality metals, diamonds and semi-precious stones, with a handcrafted style that can be perfectly described as “strong, raw and symbolic”. With each collection reflects her personal experiences, art, and people that have inspired Wiess throughout her life; therefore, each piece is carefully “handmade with love”.

Wiess launched her line in June of 2009, but had many past experiences that led to her newest endeavor – Robin Lynn Designs. While attending Columbia College (Chicago), she also worked at a family-owned clock shop where she learned how to assemble and fix a variety of clocks. There, she discovered a natural talent for assembling metal pieces combined with an eye for detail and artistic instinct. Wiess realized she had the skills and passion necessary to take the next step, so she enrolled at the Art Institute of Chicago and secured an Art Education certificate.

After school, Wiess moved to San Francisco and worked as a stylist. Soon, her fashion instincts took over and she then embarked on the next chapter of her life – to focus on her aspiration of making wearable art. She quickly secured a position at Scintillant Studio in the San Francisco Mission District, teaching jewelry making and metal work. After years of teaching, Wiess’ friends began requesting her personal pieces; she worked out a barter system and in came the requests for her intricate butterfly necklaces. Subsequently, Wiess presented a butterfly necklace piece in The Metal Arts Guild show at Oakland Museum in 2007, and the rest is history.

Each individual piece in Robin Lynn Designs collection, is carefully handcrafted by Wiess herself. She uses sterling silver plated with vermeil (rose gold or 24 karat gold) and oxidizes the pieces that are not plated, to add extra detail and a raw, distressed vintage look. Every piece has a patina weight up to an ounce, which adds a strong feel and substance, combined with fair trade diamonds and semi-precious stones to compliment the piece. Citrine, ruby, and sapphire stones are carefully picked and placed in the right settings, for their healing qualities. Just as “no two stones are alike,” Wiess offers the option to add inscribed words to most of her pieces, for a personal touch.

The pieces range from \$150 – 700. Wiess offers the following variety of collections, which encompass her inspirations and style:

- o **Wisdom By Nature:** Wiess’ first collection, which reflects the natural materials transformed into her favorite creatures, representing love, peace and wisdom. Includes: signature Butterfly necklaces (ex.

sterling silver and granulated 24 karat gold vermeil, handmade chain with rudilatided quartz in between links), See-Hear-Speak No Evil Monkey necklace, Wise Owl necklace, Love Dove necklace, Ancient Fish wraparound ring, etc.

- o 101 Hearts: a variety of solid Heart necklaces and wraparound cuffs with white or colored diamonds, engraved with words or verses that describe “love.” Each piece includes a heart-shaped note (typed with an antique typewriter from 1914) proclaiming the “answers to love.” Select Butterfly necklaces are also included in this collection.

- o Rocker Chic: the edgy collection pays tribute to the designer’s love of good ole rock and roll. Includes: Skullies (skull cuff bracelets, stackable spinning skull bracelets), Skull necklace, Rock ‘n’ Love Sign necklace, Winged Heart money clip, hammered half rings, etc.

- o Zodiac: the collection exudes a raw, vintage aesthetic. Wiess uses antique zodiac molds from the 1800/1900s to create one-of-a-kind necklaces and rings to fit astrological signs.

“Every piece can be modified and made to fit your personal style. My collections represent experiences and people that inspire me, and I want my clients to feel the same way when they purchase a piece,” says Wiess.

Spanning from the mid-west to the west coast, Robin Lynn Designs can be found at the following boutiques: Sofia (72 E. Oak St., Chicago, IL), ENAZ (444 Central Ave., Highland Park, IL and 309 Happ Rd., Northfield, IL), Pearl Gallery (839 Irving St., San Francisco, CA), Luna Boutique (3615 Sacramento St., San Francisco, CA), and online at www.sofiavintage.com. To purchase wholesale, please contact Wiess at robinlynn.designs@gmail.com and online shopping launching soon!

For additional information on Robin Lynn Designs, please contact Kristen Tischhauser at RobinLynnDesignsPR@gmail.com or 773.655.7706.

ABOUT ROBIN LYNN DESIGNS Chicago native, jewelry instructor, and artist, Robin Wiess launched Robin Lynn Designs in June of 2009. She created her jewelry line out of passion for making wearable art and the inspiration she receives from friends, family, art, and everyday experiences. She’s a member of the Metal Arts Guild (MAG) and participates in Velvet Da Vinci’s annual Radical Jewelry Makeover, using recycled metals. Wiess currently resides in San Francisco and teaches jewelry making and metal work at Scintillant Studio in the Mission District.

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City/Town	Chicago
State/Province	Illinois
Country	United States

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