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## Wedding Genius: modern wedding rings with jeweler Claudia Endler

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Chic 'n' sleek: jewelry designer [Claudia Endler](#)  
photo by [Rob Greer Photography](#)

So many of the design elements we consider representative of the American "white wedding" are artifacts of the Victorians: white gowns and veils, bouquets, kissing balls, tailcoats, and the engraved gold wedding band.

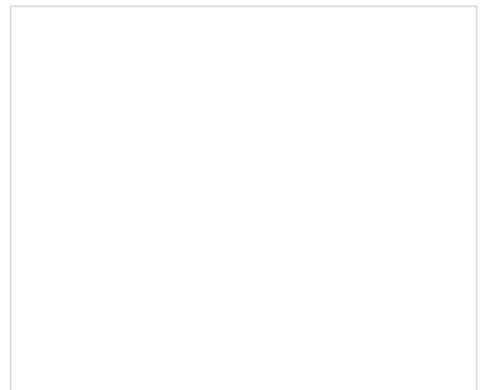
To most people, these well-loved icons signify a formal, "traditional" ceremony, but today many couples are choosing an updated look for their nuptials—especially those who have a love of modern art, design, and architecture.

It's fairly easy to buy wedding gear with a contemporary look nowadays—with the wonders of the internet, one can find [invitations](#), [tableware](#), [gowns](#), and [florals](#) that could have been designed by [Eames](#), [Wright](#), or [Gropius](#).

However, you still won't find many catalog jewelers who carry truly modern designs for wedding rings. Rather than surrender to commercial pressure to buy a standard-issue solitaire, many couples are turning to custom jewelers like Claudia Endler of [Claudia Endler Designs](#) to create the ring of their [Bauhaus](#), [Moderne](#), or [Mid-Century modern](#) dreams.

Claudia explains the appeal of modern design over classic Victorian style: "Modernism is about minimalism, about paring down and taking away unnecessary elements. Contemporary design is innovative—using new materials or finding new ways to use old ones. It's often sustainable and ecofriendly. Maybe it will utilize an old technique to realize a new aesthetic. The look is often more angular and abstract, or more defined. And it's timeless—geometry itself is a timeless thing. For me personally, it's about clean lines, and peacefulness."

Claudia knows about bringing about harmony through



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design; she became interested in jewelry-making during a particularly difficult and messy period of her life. While studying metalsmithing at UCLA she developed a passion for the culture of design—not just jewelry, but art and architecture as well—and as she was learning to carve jewelry models she found herself embracing an aesthetic that was ordered, minimal, and geometrical.

"I was going to make my own commitment rings—my commitment to myself to not let the chaos in my life happen again. A ring is a little sculpture you wear on your hand, you're wearing it every day, it's part of you; I wanted to create a sense of balance and peace with my designs. That's why the line is clean, which is a way to visually impose a sense of calm. Each line, each look is made with purpose, with intent."

This was the beginning of her signature look, a tangible expression of her desire for a life filled with integrity and beauty.

The designs she made for herself caught the eye of many in her circle, but when her best friend asked her to make his wedding ring she demurred: "Are you sure?" she asked him. "I've never made a wedding ring before." After some persuasion, she devised a unique, hand-carved piece that delighted her friend; as a result, others began to request her modern wedding jewelry and her [wedding and engagement ring](#) designs became some of her most popular offerings.

Claudia thrives on the deeper meaning and creative challenges of wedding rings. "It's such a special privilege and honor when someone says 'I like your designs and I want you to make my wedding ring'—that's a lot of juice." Claudia offers several lines of interest to couples shopping for their nuptials, including sleek [stackable rings](#)—a elegant choice for alternate engagement and wedding bands—and "Modeux by Claudia Endler," a new series intended to make custom design gifts affordable during the economic downturn.

She also works directly with clients to create unique rings based on their inspiration. You needn't be an art major to work with Claudia: "It will be a conversation. Sometimes a designer has to be a philosopher, understanding and interpreting a client's abstract ideas—'I like repetition, something that feels open, a massive feel.' Or maybe we just start with, 'How much do you want to carry on your finger?' Then we have a canvas size."



[Stackable rings](#): infinite shapes/colors/possibilities

Claudia characterizes most of her work as "metal-intensive," but her use of [diamonds](#) and [colored stones](#) has won her [awards](#) and [praise](#) from the design community. Several of the pieces in her [couture collection](#) are inspired by unusual gems Claudia has found; these make excellent bridal party gifts for those who love a touch of sparkling color.

I have encountered Claudia's work many times—she designed rings for several of my clients, in one case acting as "ringbearer" and presenting her rings to the couple during their wedding. She is great to work with in addition to being richly talented.

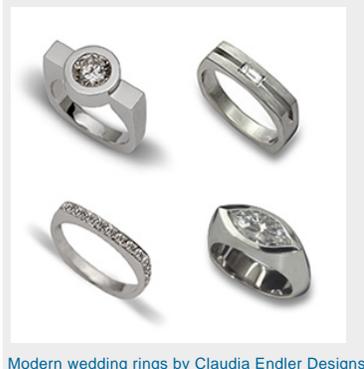
You can find her jewelry at several galleries and design events here in Los Angeles and her showroom in Downtown's [Brewery Art Complex](#) is scheduled to open in 2011. To get up-to-the-minute news about her upcoming appearances and latest designs, follow her [Facebook](#) or [Twitter](#) streams and check out her breathtaking pieces on her website: [ClaudiaEndler.com](#).

Like getting married (and marriage itself) building a beautiful ring is a process. "Commitment is a very personal promise we make to ourselves, each other and our dreams," Claudia says. "And trust becomes huge. You have to have a sense of trust with your designer. I do think that the people that I work with are pleased when they leave here." We trust you will be pleased, too.

Thanks to Claudia Endler for the great interview and modern design education; as always, no consideration was received for this article.

**National Wedding and Marriage Examiner Elizabeth Oakes** welcomes your feedback at [weddingexaminer@gmail.com](mailto:weddingexaminer@gmail.com); please share this story or subscribe by clicking on the [Tweet This!](#) button at the top of this column or the ["Share This!"](#) button below, or [read more of Elizabeth's stories by clicking here](#).

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Modern wedding rings by Claudia Endler Designs

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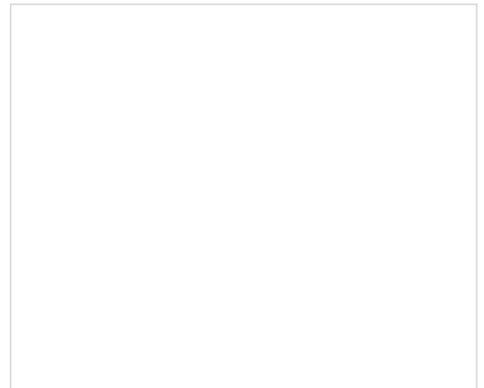
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