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About the Seller

Beautiful earrings and necklaces by Claudia Endler are the perfect gift for you or someone else! Sterling silver, pearls, and blackened gold make up the jewelry collection! Claudia's designs are simple elegance with a mix of traditional glam!

What is your inspiration for this collection?

"I want women to wear jewelry not because it's popular but because it's truly an expression of who they are. I want their true identity to show through" – ce.

I love clean lines and minimalistic look that allows you to see the innate beauty of the woman wearing the jewelry. When creating Claudia Endler Designs, a boutique fine jewelry company 10 years ago, that was my mantra. I carry that forward with me in whatever I create, the scale may change and the materials may change but the clean lines are always elegant.

I found a need in the marketplace for a chic, modern style at a reachable price range that women felt good about wearing with anything. So I created Modeux by Claudia Endler. Modeux is a conglomeration of bold lines and sweeping curves borrowing elements from architecture and geometric shapes. As timeless as it is linear Modeux establishes a look that is sophisticated and expressive of the modern woman. Modeux is the same effortlessly elegant, modern look that CED is known for with a tastefully distinct, feminine touch and a sense of style that is within reach.

Education/Experience:

I graduated UCLA and went into the Fashion Business as fashion rep for various independent and corporate companies. Then decided to try something new and worked for an AIDS Research study while pursuing my love of jewelry.

I learned metalsmithing and wax carving initially through UCLA Extension courses and then through various schools and seminars for a few years thereafter. To gain experience I worked retail for a fine jewelry designer who also had her own store.

I joined several jewelry organizations, was president of the Women's Jewelry Association...Los Angeles Chapter. Entered and won several designs competitions.

Your 3 wardrobe staples:

Black is my staple. I usually wear separates they go a long way to create different looks. You can then add color. Or not. Black pants, black skirt, black boots

Favorite fashion decade:

Even though I am a modern girl I definitely love the 40's women dressed up, wore hats, had great handbags. I love accessories they make the outfit!

What are you most excited to wear this season?

Cashmere wrap sweater in brown from Elaine Kim. She combines it with sheer silk and you can wear it several different ways. Pencil skirt and boots!

One thing you couldn't live without:

Lipstick

What are other activities you enjoy doing besides designing?

Socializing with friends and family, attending art and design shows and doing anything that strikes my fancy for inspiration. I love date night with my man, Martini night, soaking in the tub in candlelight, aimless window shopping, being outdoors, and entertaining in our Downtown studio.

What is some advice that you would give to aspiring independent designers?

Half of your job is creative problem solving. The other half is managing your business, production, marketing, development. So not only do you need to be creative in your designs for them to stand out, you need to embrace the business aspects, or delegate them. Be persistent, be open there is a way, create relationships and dream big.

What is your favorite part about being a Fashion Designer?

Creating from an idea and seeing it come to fruition. Connecting with others through what I do, and making them happy.



Claudia Endler

Member Since: 12/21/2010

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