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claudia endler

1.14.12



Claudia Endler never quite got over her childhood obsession with jewelry. After finding success in the fashion industry, she found a way to turn her lifelong passion into a successful business. Claudia Endler Designs is a Los Angeles-based premier designer of contemporary jewelry that combines the best of graphic design, art and architecture. Her collections include unique pieces for men and women, such as stackable rings, statement pieces and wedding designs, and she has earned numerous awards for her distinctive designs.

What makes you different from your competition? **I am what I would call a boutique modern fine jewelry design house. My designs range from sterling silver designs under \$200 to bridal and couture pieces over \$10,000. And I do custom work specializing in modern design, which not many modern design companies do.**

My favorite quote is... **Anaïs Nin: "And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom"**

What three words best describe your company? **Modern, Timeless, Elegant.**

One thing I hope to pass along to my children... **...if I had children I would say, be open and imagine the possibilities, pick something that moves you, move through fear, and find a way. With persistence and time many things are possible.**

I wish someone would have told me... **Building a business is like building a house. It takes longer and requires so many more resources than you think it does. But if I knew that ahead of time, I may not have headed down this road. So naiveté has its benefits .**



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I gave up _____ to pursue my dream. Well, I would not say I had to give up anything. I made a trade. Many times I traded my social life, other times I traded having a bedroom, dining room or living room to make room for my studio, and still other times I traded having the newest dress for creating a new piece of jewelry.

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post by Noelle Hale

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