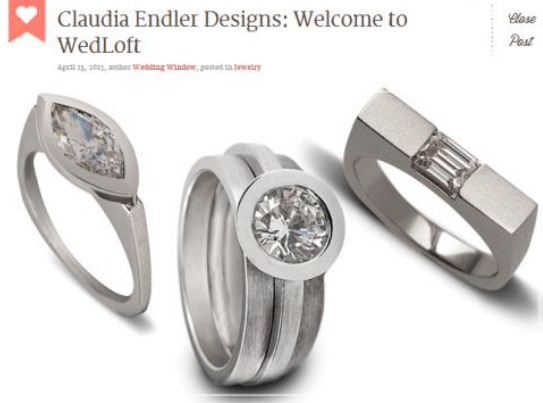


### CLAUDIA ENDLER DESIGNS



**Claudia Endler Designs: Welcome to WedLoft**  
 April 19, 2012, author: [Wedding Window](#), posted in [Jewelry](#)

We are so excited to be featuring [Claudia Endler Designs](#) in this week's wedding Vendor We Heart post! While we are welcoming her to our Vendor section, Claudia is not new to the blog. She has been a part of Wedloft for a few years now as a fabulous guest expert blogger and jewelry designer.

Claudia's beautifully modern designs are stylish and elegant. With designs for men and women, the pieces from [Claudia Endler Designs](#) are perfect for a modern couple looking for unique wedding rings. Claudia often works with couples to create custom pieces. Learn more about her and the stunning work she does below...



**What inspired you to start Claudia Endler Designs?**  
 I always loved jewelry and fashion since I was a kid. You could not drag me away from the windows of every jewelry store in the mall. So after working as a sales representative in the fashion business, I was inspired to pursue something of my own. I went on an exploration of what would make me happy and took many classes ranging from writing to graphic design, drawing and considered interior design and architecture. I kept coming back to jewelry. Somehow I could not deny my love for carving and creating what I feel are little sculptures which you can wear. This along with making people happy is a perfect combination.

**What options for customization do you offer?**  
 A good part of my business is customization. Since I make most of my wedding bands and rings made to order, the bride and groom can definitely have an input on their rings, size scale, stones, materials even design. If they like the work in general, it is a good starting point with which to collaborate.

**Is there a particular niche you target with your designs?**  
 My work is a definite niche and I realize it is not for everyone. While I am a jewelry designer I specialize in minimalist and modern elegance, which appeals to those who want something different than the traditional fare. My clients appreciate a modern design aesthetic and often they are in a creative industry themselves and gravitate towards that sensibility in other aspects of their lives. They do not seek out what is popular, just because it is popular, but tend to have their own individual opinions of what they like. And like to feel something is created for them.

**How do you want people to feel in your jewelry?**  
 I see jewelry as a way to be seen, to self express... to reveal. Never to overwhelm the underlying beauty of the wearer with too much bling. I hope that it gives a sense of confidence, empowerment, and hopefully always makes them feel good.

**What words best describe your work?**  
 Elegant, modern, timeless.

**What is your one must-have tool to have on-hand when you're working?**  
 Since I design rings, a ring sizer is a definite must have. And I cannot live without a millimeter gauge to measure stones and the width of the band etc.

**If you could give one tip to couples who are planning a wedding, what would it be?**  
 Never lose sight of why you are getting married in the first place. In the end, what is most important is that this is your time to express your love together as a couple, as a unit. Savor every moment of the wedding day as it will pass all too quickly. Let someone else handle the details.

**What is something that most people do not know about you?**  
 I can sail a boat, use construction power tools as well as jewelry tools, and cook dinner almost every night.

**On your day off you can be found...?**  
 Socializing with friends and family, attending art and design shows, museums or watching movies. Doing anything that strikes my fancy for inspiration. I love date night with my man, soaking in the rub in candlelight, aimless window shopping, walks on the beach, being outdoors, and entertaining in our Downtown studio.



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For more of Claudia's jewelry designs visit [Claudia Endler Designs](#). You can also find jewelry information, inspiration and tips in her [WedLift blog posts](#) too!

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