

JQ International Trends in Fine Jewelry

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It's true that most artists typically spend many years with "dayjobs," but songstress Shana Farr took hers very seriously, working her way up in the ranks at Harry Winston while also working to build a career in music. Now, her singing career up and running, Farr returns to the love she developed for fine jewelry with her first collection.



The collection -- Pure Imagination -- began taking shape three years ago when Farr was producing and performing in her first supper club show "Pure Imagination." The show itself was inspired by the song made famous through its use in Willy Wonka and the Chocolate Factory. The line of silver jewelry includes designs like Bouquet which focuses on "the fluidity of laced petals" and Secret Garden, a group of heirloom-inspired, filigreed lockets. The designs are meant to invoke the beauty of the imagination and, with pieces like the Fortune Cookie pendants and charms that open to reveal inscribed or inserted personal messages, the whimsical nature of the song that inspired it all.