

STATEMENTS OF STYLE

Horsecka Jewelry's bold creations have won admirers far and wide, and are as distinctive and inspirational as the people who choose to wear them



Horsecka Jewelry is the creation of Polish designer Anna Horsecka. Formerly a lawyer and financier by profession, Anna's passion for jewellery design led her to study it, and in 2006 she resolved to design her own collections. 'I decided that it was time to stop admiring the beauty of objects created by others and wondering whether my creations could be equally beautiful or inspiring to others,' says Anna. 'I soon established my own distinctive style thanks to the single-minded approach I take to my artistic goals.'

Her work appeared in a number of exhibitions, but the designer found such a means of display too static and turned to the world of fashion. Poland's Sopot Fashion Days proved the perfect platform for her statement pieces and, having first featured in 2009, Horsecka Jewelry returned to the runway in 2010 and 2011.

'The shows gave my work some great exposure and credibility,' says Anna, 'and I realised that I had a brand that was both creative and commercial.'

TRADEMARK TRAITS

It's a bold, eye-catching mix that features such trademark traits as sculpted forms, surfaces shaped by fire and unconventional combinations of design and materials. 'Above all, I value elegance,' says Anna. 'While I'd like my style to

be perceived as modern, I respect the tradition of the jeweller's craft and try to allude to it.'

All of Horsecka Jewelry's creations are made in the firm's workshop in Warsaw, rather than having elements farmed out, which makes for a far more personalised and streamlined process.

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Anna uses metal extensively in her work, with silver and steel being particular favourites, and natural stones also make a regular appearance. 'Nature' and 'Forms' were the company's first two collections, with the former taking inspiration from the natural environment and the latter featuring geometric shapes.

Horsecka Jewelry's 'Prison' collection was launched in 2011. 'It represents some of my deeply felt opinions and feelings,' says Anna. 'It's about my attitude to jewellery, but it's also a call to break down the barriers that separate people in the modern world'. The following year's 'BLMQ' (Be Like McQueen) collection plays with the form of the skull – a signature motif of the much-revered fashion

designer Alexander McQueen, for whom Anna Horsecka has immense admiration.

Anna's work has, unsurprisingly, won industry praise. In March 2013, Horsecka Jewelry took second place in the prestigious JCK Jewelers' Choice Awards, in the Best Bracelet Design category. Then, a month later, *Gentleman* magazine recognized Horsecka Jewelry as one of the top 25 most valuable brands in the Polish fashion industry.

INSPIRATION

The ongoing creative challenge is one that Anna revels in, and inspiration can take many forms. 'I love those moments when I feel I've "caught the wind", when I have found the kernel of an idea that I want to develop,' she says. 'I'm also so proud when a piece receives recognition, provokes emotion or promotes discussion – it's a wonderful reward for all the hard work.'

Talking of rewards for creative brilliance, Horsecka Jewelry's future looks set for a number of exciting developments. Artistic projects in Poland and Milan are in the offing and, following the brand's successful showing at JCK Las Vegas – one of the jewellery industry's premier events – Anna is aiming to set up a gallery in New York. 'It is not our goal to impress everybody,' she explains. 'We want to delight the chosen ones and be chosen by those who delight us.'

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