

My favourite

things

Antonia Fiander of gardening and lifestyle company FuturePrimitive relaxes with David Attenborough documentaries and a nice glass of red wine



- What's your favourite book?**  
Time by Andy Goldsworthy.
  - Where's the best place in the world for you?**  
Antigua – West Indies.
  - The CD you always reach for?**  
Stevie Wonder – Songs In The Key Of Life.
  - A must-see television programme?**  
Any David Attenborough but especially The Life Of Plants.
  - Who is your best friend – and why?**  
My sister Natalie – because she knows me inside out.
  - What's your favourite or most-treasured possession?**  
A little box given to me by my mum, which belonged to my great grandmother. It's called Promise Prayer Poetry and has little scrolls inside, which you pick out with the tweezers supplied. The one you pick gives you a little promise, prayer or poem for the day. It dates back to about 1930.
  - Do you have a hobby?**  
Yes! Soapmaking. Oh... and walking with a beer by the river.
  - What's your favourite food?**  
Sunday roast
  - And drink?**  
Faustino | Rioja.
  - What's your favourite indulgence?**  
Movies on a wet, cold day with cake and tea, my partner Matt and our cat.
- For more details about Antonia's mail order company, see [www.futureprimitiveplants.co.uk](http://www.futureprimitiveplants.co.uk)



# Top designer Louise has gold fingers

Louise Parry's exquisite jewellery graces royal hands and famous necks and has earned her a place at the coveted Goldsmiths' Fair in London next month. **LUCY PARFORD** met the Cirencester designer



Cirencester jewellery designer Louise Parry, who is exhibiting at the Goldsmiths' Fair in London. This carriage clock is cased in silver and 18ct yellow gold, set with diamonds

**L**OUISE Parry's coveted creations adorn the hands and necks of everyone from royals to rock stars.

The in-demand designer, from Cirencester, makes highly-individual gold and silver jewellery for a wide range of clients, from city types to famous faces, although her discreet nature means she would never disclose exactly who they are.

Louise draws her inspiration from the painters Kandinsky and Miro, as well as the artefacts of ancient civilisations, resulting in avant garde pieces in muted colours rather than the high-polish finish favoured by High Street jewellers.

Her talent for creating beautifully bespoke pieces has earned her a place at this year's Goldsmiths' Fair in London which brings together 160 leading designer-makers.

Louise will be exhibiting in week two of the fair, at Goldsmiths' Hall, from October 6 to 11.

In her studio at New Brewery Arts she is busy preparing her new collection, Rise, for the event which she also attended two years ago. "Goldsmiths' Fair is very difficult to get into," Louise says.

"I don't have a presence in London so to get in again is great. I think it really says a lot about Gloucestershire too."

Louise moved to Cirencester when she was 21 after studying for a degree in jewellery and silversmithing at Birmingham University. She originally shared a studio with two other



artists – Mary Noble and Helen Newman – who took her under their wing. "I came here in 1987 with the idea of leaving after a year or two and setting up in either London or New York," says Louise, now 44. "Unfortunately I became ill and I didn't do that. By the time I got better I found the client base I had developed here was too good to leave. "The area has a lot of self-employed business people and financially-independent women. Quite a successful drummer is one of my clients too, so it's a great place to work. "Cirencester is also becoming a hub for Londoners who come down at the weekend. My appointments on Saturday are always booked up." Louise has been based at her studio in New Brewery Arts for a year and prefers the tranquil space, where she can take a break from the blowtorch for a freshly-brewed coffee, to the stress of finding someone to run a shop for her.

She thrives on the whole process of getting to know her customers individually and creating something exactly for their requirements. "Each of my clients needs an hour and they spend on average between £600 to £2,500," says Louise, who specialises in using tiny diamonds to highlight rather than the 'bling' look. "Commissioned pieces are an integral part of my business now, in fact it's the main part. "The bespoke market hasn't been affected by the financial downturn, it's been extremely successful. "I was expecting a real downturn in January and actually underestimated how much stock I was going to need." In the summer Louise was commissioned to create jewellery for the Ladies' European Golf Team at the Solheim Cup in America. The pendants were based on the curve of the fairway and the swing of the club, highlighted

with blue and yellow sapphires, for the European flag, and brilliant white diamonds. She also created a presentation brooch for Solheim Cup founder Louise Solheim. She has recently designed a statement silver, gold and gem-set carriage clock, which has been shortlisted for the Charmain Adams Award, and her Creation II brooch came third at the Tahitian Pearl Awards 2005. Her biggest seller though remains rings, particularly for women in the 30 to 70 age bracket who are not married and want to wear something striking on their right hand. "My market tends to be people who have been married once before, been there, know their own mind and are more experienced in life," says Louise, with a hint of insight. "It's actually really great working with somebody like that."

Louise also makes engagement and wedding rings for men and women, cufflinks and pocket watches. She's always very busy around Christmas and is going to the Desire Jewellery and Silversmithing Fair in Richmond-upon-Thames in March. She admits it can be tricky juggling the demands of running her own business with being a single parent to her nine and 12-year-old sons, although she's very proud they are already involved with the arts and very talented themselves. "It is a commitment, it means I'm not going to fly away to New York or anywhere like that but it suits me very well being in the country," Louise says. "Every time I make a change I think 'this is going to be difficult, I'm not going to get my clients finding me', but they always do." ■ For more information, see [www.louiseparry.co.uk](http://www.louiseparry.co.uk) or call 01285 657501.

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