

JK LUXURY

HOLLYWOOD
DARLING AND
JEWELRY DESIGNER
JENNIFER MEYER
RELAXES AT
CHOICE KITCHEN
& COCKTAILS IN
NEW YORK.

PERSONALITIES
THE ACTRESS,
THE GARDENER, AND
THE RISING STAR

MAGNIFICENT
MOBILES

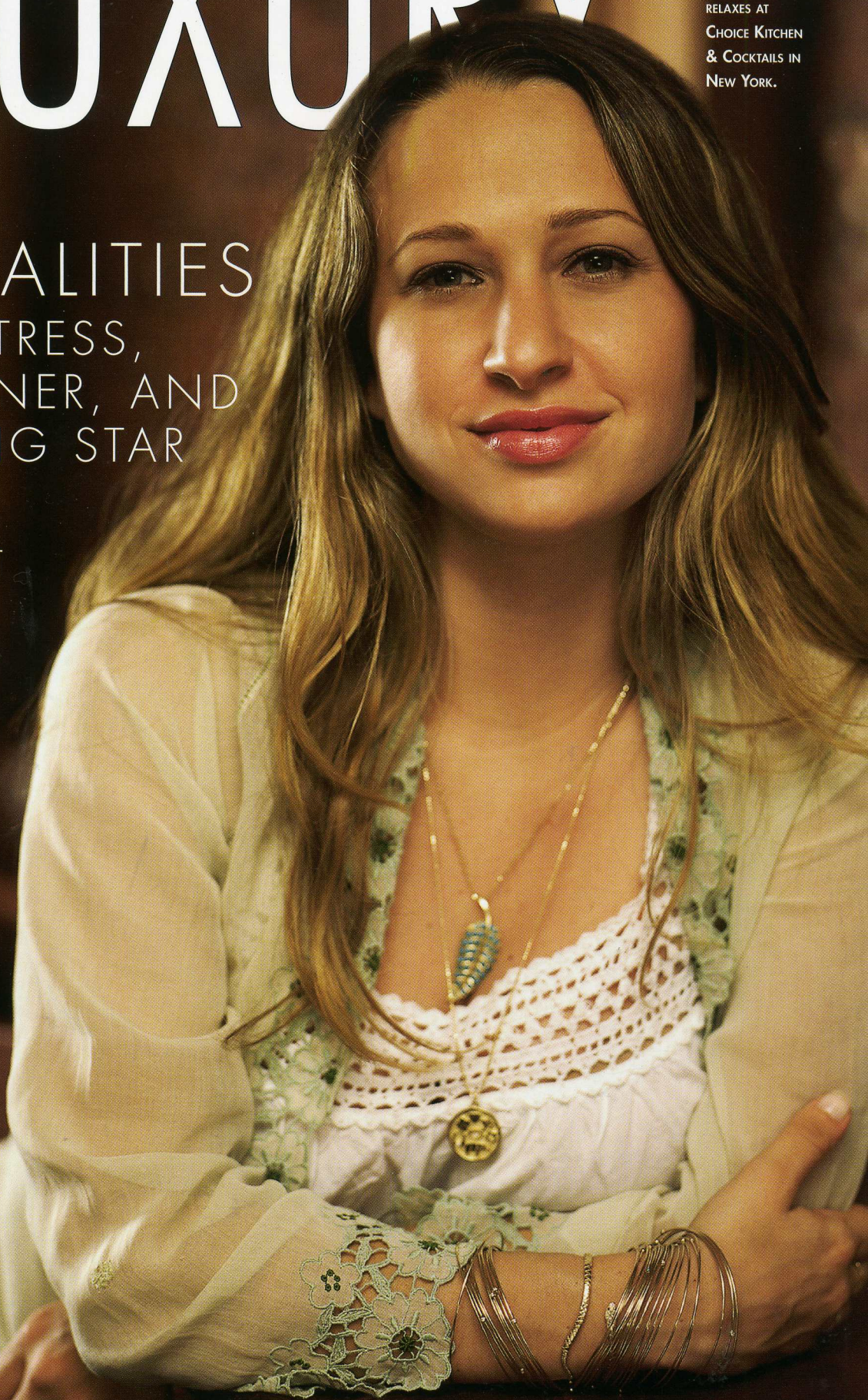
THE CELL PHONE GOES
UPSCALE

RETAILERS ON GIFTS,
DECORATING, AND
PARTIES FOR THE
HOLIDAYS

FAME GAME

THE TRUTH ABOUT
CELEBRITY
ENDORSEMENTS

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When Los Angeles designer Jennifer Meyer turned over a new leaf, the result became her signature jewelry piece.

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GLITZY GARDENER

Hollywood designer Neil Lane talks to the tulips.

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THE PLAYER

World Gold Council's Duvall O'Steen has a passion for acting.

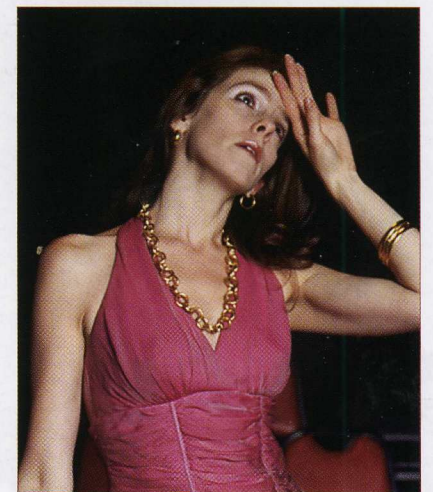
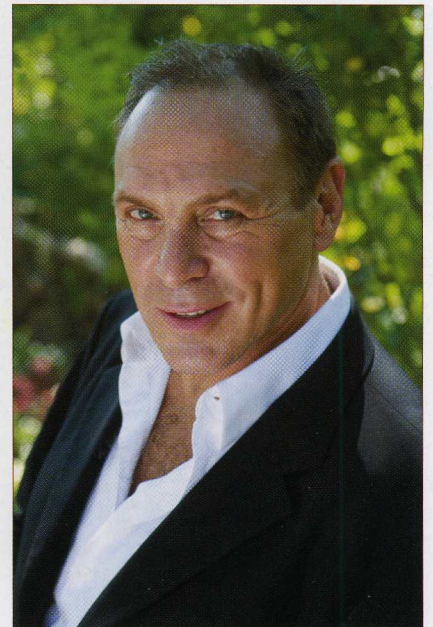
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ON THE COVER:

Jewelry designer Jennifer Meyer relaxes at **Choice Kitchen & Cocktails** in New York.

Photographed by
Ira Fox

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JENNIFER MEYER WEARS
FAVORITE PIECES FROM
HER OWN COLLECTION
AND OTHERS'.

SUNSHINE GIRL



WITH A LITTLE LUCK AND A LOT OF STYLE, **JENNIFER MEYER** PRODUCES A HOLLYWOOD HIT WITH HER ICONIC JEWELRY LINE.

Jewelry designer Jennifer Meyer is decidedly an L.A. girl. With her wavy, sun-kissed locks, her superstitious tendencies, and her Hollywood roots, she talks about her work's recent attention in relaxed, appreciative, and almost surprised tones. But Meyer's casual attitude disguises exquisite taste and savvy business instincts, both of which are so intuitive that not even she seems to grasp them. The proof is in the jewelry.

"I really wanted a great leaf," she tells *Luxury*, referring to the time two years ago when her interest was in locating—not yet creating—accessories. Finding nothing relevant, she spoke to jewelers, took classes, and made what would be her signature piece.

To Meyer, the leaf represents change. Having worked as a *Glamour* magazine beauty editor and in public relations for Giorgio Armani and Ralph Lauren, she felt ready to "turn over a new leaf." Inspired by this first piece, she started her own jewelry company.

Her collection is filled with simple, delicate yellow gold pieces that work with both evening and casual attire—a must for Meyer, who says she feels most comfortable in a great pair of jeans and admits to wearing her jewelry in the shower and even to bed. "Who wants to change their necklace every day?" she asks.

NATIONAL EXPOSURE TO MEYER'S JEWELRY CAME THANKS TO ANOTHER HOLLYWOOD JENNIFER TURNING OVER A NEW LEAF: JENNIFER ANISTON, WHO SPORTED PIECES IN HER RECENT FILM, *THE BREAK-UP*.



MEYER'S SIGNATURE LEAF PENDANT, HERE IN 18K YELLOW GOLD AND TURQUOISE

Meyer targeted exclusive L.A. shops like Kaviar and Kind and Maxfield, which reported strong sales of the line. National exposure to Meyer's jewelry came thanks to another Hollywood Jennifer turning over a new leaf: Jennifer Aniston, who sported pieces from the collection in her recent film, *The Break-Up*. Though Meyer's father is Universal Studios president and chief executive officer Ron Meyer and her fiancé is actor Tobey Maguire, she landed the placement without their help, when a stylist friend asked if she could offer Aniston the pieces for the film. Such a coincidence might seem unbelievable, but it's typical of Meyer's down-to-earth determination to be her own person amid such Hollywood luminaries. "I just really do my own thing," she says.

Aniston wore Meyer's jewelry both on and off the set, and Barney's soon picked up the line nationally. "I got really, really lucky with Jennifer Aniston," the designer says.

Meyer frequently knocks on wood when talking about her success, and her personal life seems equally charmed, from her fiancé's support ("He has amazing taste ... if he's like, 'Eh,' I'm like, 'Forget it.'") to the friends and family that surround her at home. "I'm a real home person," she says, which bodes well for her future career as a mother, slated to begin at the end of this year.

By all accounts, Meyer has much to look forward to, including new pieces set to debut this fall. She will likely proceed with characteristic gratitude and understated confidence as she continues to turn over new leaves. ▲

BY LAURA FINKELSTEIN