

## DOMINIC JONES *Biography*

Three time British Fashion Council New Gen award winner Dominic Jones launched in 2009 with the eponymous debut jewellery collection 'Tooth and Nail' which won the acclaim of Anna Wintour and propelled his designs to being the fashion insiders cult choice of accessory. In February 2010 Sophia Neophitou commissioned Dominic's designs to accessories the prestigious AW10 Thierry Mugler catwalk show. Most recently Dominic was chosen as one of 8 world-class jewellers to design a one off piece with Gemfields, which will be auctioned by Sotheby's to raise money for The World Land Trust, raising money for the endangered elephant species.

Dominic's artistry is concentrated in his observance of nature, from the delicacy of the dangerous to the sinister of the beautiful; his designs are an elegant interpretation of the macabre.

The Buckinghamshire born jeweler is able to count Rihanna, Beyonce, Alexa Chung and Lou Doillon amongst his ambassadors and has secured stockists globally including Luisa Via Roma in Italy, Net-A-Porter worldwide and Lane Crawford in Hong Kong.

Dominic trained as a fine jeweler at The Sir John Cass School of Art and Design and applies traditional techniques to current design principles. Specialising in gold and precious stones he uses five times the average amount of gold than conventional hard gold plating, creating a higher quality finish to this process.

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