



NICK BLUM, DESIGNER

Art, music, design, it's all one thing to Nick. "I believe in expressing yourself through style." And Nick has been doing that for as long as he can remember. "I started by reinterpreting the things around me: personal computers, stereo equipment, and other electronics. I was probably 10 at the time, but I loved making futuristic designs from clean, basic shapes and strong lines."

At 12, Nick fell in love with the energy of the graphics on wake boards and skate boards and filled notebooks with his own designs. "Whenever my mind wasn't focused, I was sketching. But I was frustrated, because I couldn't make the things I saw. They all just stayed in a book."

Then Nick visited a family friend's jewelry store, and it all clicked. "It's how personal jewelry is. It's not something over there; it's right here, on you, like a tattoo — something that says, this is who I am." From that moment on, Nick devoted himself to making his designs come to life. Nick studied at the Gemological Institute of America because, "I wanted to make sure the images I saw in my head would have integrity when cast."

Now 21, Nick's vision is fully solidified. "Men are asked to be a lot of things, but I believe the essence of men is strength. Men shouldn't have to hide it. I want them to be able to express it."

The strong shouldered shapes Nick has seen all his life, are now cast in white and yellow gold and heavily jeweled. The first pieces debuted at the prestigious 2007 JCK Design Center in Las Vegas. "I'm really humbled to be chosen. I've been wanting to get these designs out for a long time. And now it's happening."