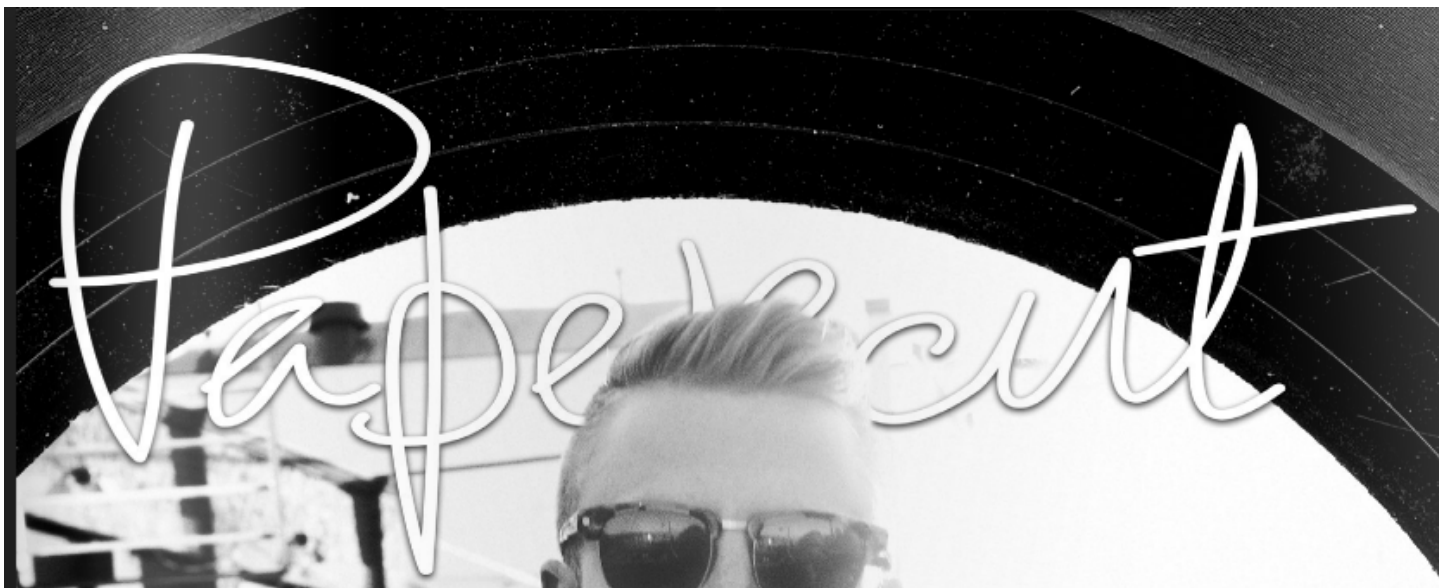


HEIDI GARDNER



OMEN

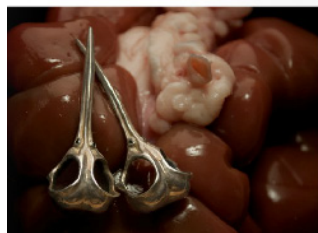
PRESS SUMMARY



A DIAMOND IN THE ROUGH: HEIDI GARDNER

FINDING BEAUTY IN THE BEASTLY, JEWELRY DESIGNER HEIDI GARDNER EXPLAINS HER INSPIRATIONS.

Interview by **JESSICA YOUNG**
All images copyright **KENNY LI**



where at times they saw only a need for restraint and propriety.

IS YOUR MENTION THAT YOUR ARTISTIC PROCLIVITIES WERE SUPPRESSED AND SUFFOCATED DURING CHILDHOOD CITING THAT THE OVERT CONSERVATISM LED YOU TO EMBARK ON YOUR CREATIVE JOURNEY; CURRENTLY, DO YOU EXPERIENCE ANY BACKLASH FROM THE FORMER CHILDHOOD FORCES ABOUT THIS CHOICE IN LIFE AND WHAT YOUR CREATIONS REPRESENT?

Now I understand that they simply did not have their minds opened to a different worldview. Through the passion I put into my designs and my career, my family and friends have earned to respect my unique proclivities and odd nature. They have a better understanding that expression comes in many forms and that it's impossible to put someone into my one box.

WHAT LED YOU TO BREAK FREE AND PURSUE YOUR CREATIVE ENDEAVORS UNFETTERED?
I had a realization that creativity can only be honestly expressed when liberated from the chains of society's



expectations. Through that awareness I was able to take my inner world and give form to my odd inclinations and fancies. Now, people have really started to appreciate me and my somewhat bizarre nature.

BOTH YOUR CREATURE COUTURE AND SPINALITY COLLECTIONS HAVE OVERRIDING THEMES OF MACABRE, DEATH AND DARKNESS WHICH IS SOMEWHAT OF A STARK CONTRAST TO HOW YOU "APPEAR" AS A PERSON AND YOUR BALLERINA BACKGROUND. ARE PEOPLE SURPRISED BY THIS DICHOTOMY? HOW DO YOU MANAGE REACTIONS (IF YOU HAVE TO MANAGE REACTIONS)?

Yes, people are always surprised by my appearance. And find it to be quite amusing. I also find it amusing that everyone thinks my designs are so dark. I suppose that's because of the way I view the world and how much beauty and light I perceive where others see darkness. For those confused by this, I ask them, "When you walk into a museum, do you see one large tomb or do you see a chance to educate yourself and immerse yourself in the beauty the world offers you in the form of death?" How else would we educate ourselves about history, nature, anatomy or medicine if not through death?



I'M FASCINATED BY HOW YOUR BACKGROUND COMBINED WITH YOUR INNER PERSON HAS LED YOU DOWN SUCH AN INTERESTING CREATIVE PATH. FROM WHAT I GATHER, IT'S ALSO A TESTAMENT TO STAYING TRUE TO WHO YOU ARE. AGREE OR DISAGREE? ANY WORDS OF WISDOM OR PHILOSOPHICAL PEARLS YOU'D LIKE IMPART ON READERS?

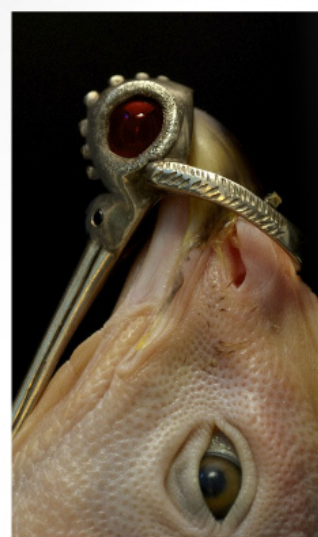
Yes, I truly couldn't agree more with staying true to yourself. There have been so many external pressures in my life to conform to what other's ideas of normal are. And there were times where I believed others to be right; that my own beliefs and worldviews were "off" or "misguided". However, I was miserable. Absolutely miserable and it wasn't until I stopped caring about what others think that I found my calling as a jewelry designer and that I also found true happiness. You can't be happy whilst trying to conform to others and their ideas of normalcy. There is NO such thing as NORMAL. And if there were, I would shudder to be called it. Life is so much more beautiful and the world so much more receptive to your desires when you are being true to yourself.

WHO DO YOU IMAGINE TO BE THE QUINTESSENTIAL WOMAN OR MAN FOR HEIDI GARDNER JEWELRY?

Anyone with a desire to stand out from the crowd: man, woman, elder, youngster, hipster, musician, artist or debutante. My designs are forms of wearable art and are therefore meant to provoke conversation and intrigue. My designs are definitely not for the wallflowers.

FOR HEIDI GARDNER JEWELRY, WHAT CAN WE LOOK FORWARD TO THIS UPCOMING SEASON?

I can't wait to show everyone what I have planned. I'm really digging into my love of ancient weaponry this season. The line is called *Amour d'Armour*. I'm taking my first line *Creature Couture*'s strong aesthetic and making this line quite literally about protecting and defending oneself. It's a bit more rock 'n' roll meets savage weaponry.





Ring HEIDI GARDENER

NOVEMBER | DECEMBER 2012

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COVERAGE

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SHE'S BACK AGAIN

DARK ANGEL
BEAUTY

THE SIDE OF

Nikki Reed

YOU HAVEN'T SEEN

THE
HOLIDAY
ISSUE

NIKKI REED

\$4.25





right:
 Dress: Herve Leger
 Blouse: Theory
 Fur Harness:
 Herve Leger
 Shoes: Vintage
 Socks: Wolford
 Snake Ring: Black
 Sheep and
 Prodigal Sons
 Skull Ring:
 Heidi Gardner
 Earrings:
 Models Own



LEFT: Fur Jacket: Adrienne Landau
 Blouse: BCBG
 Skirt: New York Vintage
 Shirt worn around waist: Highland
 Earrings: Bevel
 Necklace: Heidi Gardner
 Dress worn as shirt: Herve Leger
 Blouse: Daniella Kalimeyer
 Skirt: Daniella Kalimeyer
 Shoes: Jeffrey Campbell
 Necktie: BCBG
 Spike Bracelet: Bevel
 Harness Cult: Herve Leger

HOMME



STYLE

LOST

PHOTOGRAPHY: KIRT REYNOLDS
STYLING BY: ADRIAN MANUEL
CREATIVE DIRECTION BY: ANDREW WERNER
GROOMING BY: ADAM MACLAY
FIRST PHOTO ASSISTANT: DAVID OLIVEIRA
SECOND PHOTO ASSISTANT: ALEXANDER CLARK
STYLING ASSISTANT: CLERBIE MONTILUS



Pendant - **Heidi Gardner**



Bracelets **Heidi Gardner**



Pendant - **Heidi Gardner**

Heidi Gardner Loves Bones

Edited by [Zosia Baroody](#) on June 27 2012 at 3:46 PM

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What sparked your interest into designing jewelry? Any inspirations?

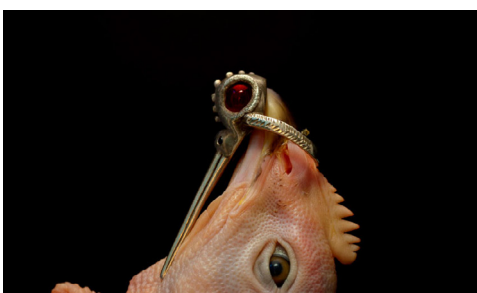
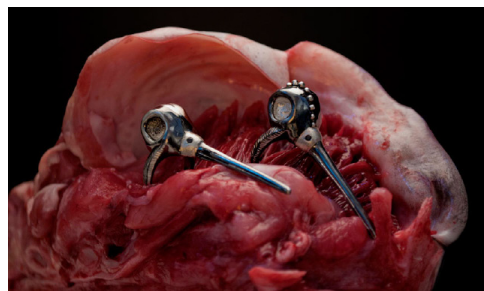
The idea that jewelry is a wearable form of art is what first encouraged me to design jewelry. My own paintings and drawings have inspired all of my designs, along with a heavy influence from my adoration of naked human and animal skeletal structures.

What do you love most about designing and creating your own jewelry?

Expressing myself in a creative way that allows others to express themselves creatively as well.

Do you remember the first piece of jewelry you designed?

Of course! It was actually a silver sunflower ring that I made for my sister's birthday. The center was paved with yellow sapphires. The moment she opened it and I saw how thrilled she was was one of the greatest moments of my life. I knew then I wanted to pursue the craft and bring others that same joy of having something unique and precious that gives flight to their fantasies and style.





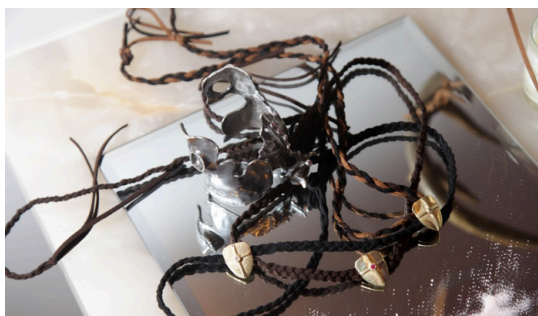
#NYFW HEIDI GARDNER "AMOUR D' ARMOUR" SPRING SUMMER 2013 JEWELRY COLLECTION

Shock Factor. Two words that describe Heidi Gardner and her typical Fashion Week jewelry presentations. In a sea of jewelry designers, Heidi sure knows how to stand out. At first glance, Heidi is a petite, wide-eyed and smiley blonde who is a classically trained ballerina, but one look at her line and you know she is a little twisted sister – and not afraid to show it. She expresses her deep dark desires she repressed from her conservative upbringing through her infamous jewelry presentations and designs, drawing inspiration from vintage thriller movies and dark art.



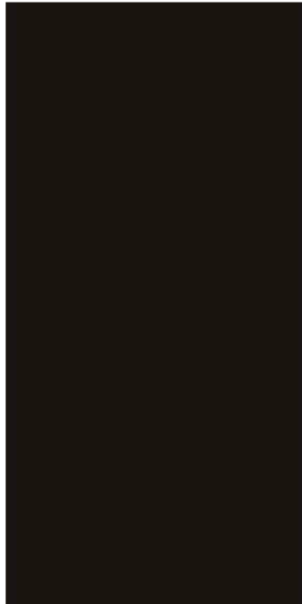
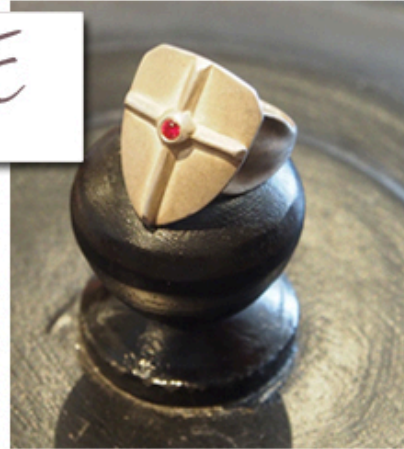
This season she celebrated the release of her spring collection "AMOUR d' ARMOUR" at Toshi's Penthouse in the up and coming NoMad district in New York City. It's evident that Heidi was inspired by a little pop culture – Sex (*50 Shades bondage*), drugs (*Jesse and Heizenburg were in the house*), and rock and roll (*Guns and Roses "Welcome to the Jungle"* and *Ozzy's "Crazy Train"* played in the background).

In attendance were the definite cool kids of New York. I ran into Lauren Valenti of *Vogue Vibes* and *My Fashion Database*, models, musicians, and editors from *VICE*, *Glamour*, *Elle*, and *JNSQ* of course. Note to the reader: attire for an event like this is frayed denim, black booties, high waisted maxi's and tanks. Heidi donned, what I would like to call "Pocahontas Rocker Chic" wearing some of her latest creations (see photo above).



CREATURE COUTURE

HEIDI GARDNER SPRING 2013



Creature Couture

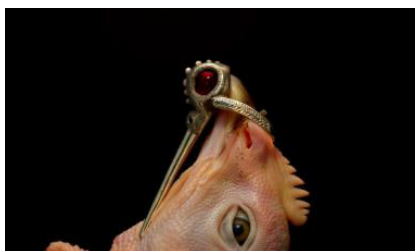
Heidi Gardner Spring 2013

Building off of her last set of designs, jewellery designer **Heidi Gardner** introduced elements of weaponry, rock 'n' roll, and antiquity with her Spring 2013 collection, titled "Amour d'Amour." With an intimate yet theatrical presentation in the Flatiron district, guests were invited to touch and feel the pieces, while being treated to live drums, cocktails and conversation with the designer herself. Overall, the collection defines Gardner as one to watch, as well as a jeweler that creates beyond mainstream's imposed boundaries.

Danse Macabre

The World of Heidi Gardner

Spring/ Summer 2012



Did you ever wonder where all the obscure emotions and thoughts from the dark side of the human heart and mind, end up? Well, jewelry designer Heidi Gardner delicately and aggressively reinterprets them, exposing the beauty of what lies beneath the surface, with a collection of skeletal structures ranging from spines to pelvises and a myriad of animal skulls. Rather than depicting the usual skull and bones, she cleverly morphs creatures to make for new micro-beings, such as hummingbird craniums with cranes to create 2 faces, depending on how you view it. Her uncanny and dark humored detailing, hint for a love of Hieronymus Bosch and thrilling films, like *The Shining* and *The Exorcist*.

Originally hailing from Buffalo, New York; growing up she found herself drawn to subjects of eccentricity and the esoteric, but felt uneasy expressing it openly within the conservative surroundings. Designing jewelry has become an outlet for her private imagination, but the gracefulness of her dance background shine in the elegant nature of the collection. Also, her training as a painter is revealed in her choice of placement for materials to provide contrast, such as silver, black rhodium, gold, and brass, paired next to fine diamonds and rubies.

~ Mister Lee

-

<http://heidigardnernyc.com/index.html>

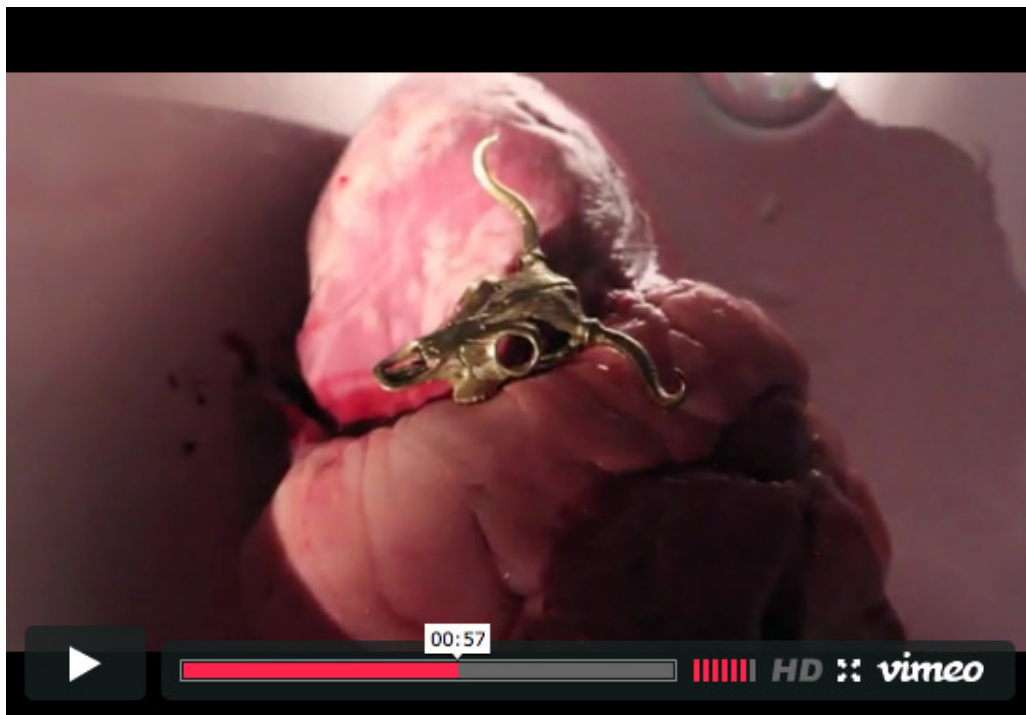
NU-MODE' TV



HEIDI GARDNER

by NUMODEMAG on Feb 17, 2012 • 7:47 pm

No Comments



A NU-MODE' MAGAZINE EXCLUSIVE

Heidi Gardner's fantastic presentation at the Hotel Americano for New York Fashion Week

Directed by Daniel Rampulla

Produced & Hosted by John-Mark

THE *BYRNE* NOTICE



Heidi Gardner's Bling And Bones Jewelry Goes One Step Past Macabre
Wednesday, February 29th, 2012



The vast selection of goth jewelry on the market makes it difficult to distinguish one skull pinky ring from the next. But Heidi Gardner has found a way. In her very first collection, "Creature Couture," Gardner takes one step past macabre and presents a beautifully gruesome, "oh no she didn't" sort of jewelry collection. But thank God she did. No mere line of humdrum skinless heads, Gardner pays equal tribute to teddy bears skulls, pelvises, octopuses and prehistoric hummingbird skulls. Teddy bear skulls? You read right. How dark and cuddly! All those bones you never wanted to see, or didn't know existed, soon you'll want to deck your limbs in them and hang them from your ears - especially since they're fabricated in such materials as rubies, black diamonds, rhodium, onyx, gold, and brass. Bones and bling, bling and bones. We like that sound.

FRANKIE ROSE



Nojan Aminosharei | Mon, 04/23/2012 - 08:14

SEEING STARS

Previously best known for stints in various acclaimed Brooklyn Lo-Fi Pop Bands, this is set to change with Frankie Rose's critically lauded sophomore solo record, *Interstellar*. Rose's carefully crafted, synth-rippled, downright gorgeous sounds show this constantly growing artist knows what she's doing. We sent Nojan Aminosharei to meet New York's velvet voiced dreampop starlet.

Frankie Rose runs out onto a sleepy street in Williamsburg while a Manhattan bound train rattles overhead. It's night time, and 33-year-old Rose - a 5'3" wisp, with straight, beetle black hair and dusky features - gets my attention through shadows with a chirpy jumping jack, before we climb the iron stairs to her eclectic, straight-out-of-a-sitcom apartment. In the light, her skin is luminous, her face adorned with only a pair of glasses, and she wears a simple dark jeans and V-neck combo. It's a far cry from the Rose I've seen on stage, and in photos, as the famous band-hopping drummer for the Dum Dum Girls, Vivian Girls, and Crystal Stilts.

There, it's all black clad, red lipstick, tough girl chic. Though nowadays, she wryly cops to an onstage style that mixes Depeche Mode's "Personal Jesus" video with The Breakfast Club. "Oh, but the New Yorker posted a picture of me where I look like a troll," Rose tells me in her charmingly self-flagellating way, "It's like they were out for revenge!" Photo accompaniment aside, reviews of Rose's recently released sophomore solo album, *Interstellar* - her first was a 2010 self titled record, under then moniker Frankie Rose and the Outs - are dazzlingly consistent. The album is atmospheric and beautifully unshowy. Beneath layered melodies and airy synths, dramatic bass and drumbeats add electrifying movement in perfectly choreographed time.

There she worked with Crystal Stilts frontman, JB Townsend, just before his own stripped down garage inspired group burst onto the scene in tandem with Vivian Girls; both with music bloggers' breathless adulation in tow. "Crystal Stilts was nothing at the time. They were just on MySpace," says Rose. "I went onto their site, and it blew my mind. 'Converging in the Quiet' made me cry! I pleaded with JB to let me play drums with them." Though she didn't need to do much pleading. "I just liked the way she played," says Townsend, "She plays simply, but with an attuned, perfect tempo. And we were never the kind of performers to jump around onstage. It was all about the feeling of the music." Rose eventually left Vivian Girls to focus on the Crystal Stilts, citing creative differences, over a half-decade age gap ("That was a big part of it, actually," Rose tells me in a rare moment of pensiveness), and an exhausting performance schedule for the split. "I almost had a nervous breakdown," Pause. "I think I did have a nervous breakdown. There was a three week period where I only had two days off from shows. I was exhausted, I was grumpy; I was out of my



Heidi Gardner Jewelry Showcase



May 29, 2012 at 9:35 am

Filed under [Fashion & Beauty, Review](#)



Heidi Gardner's designs have been featured in top fashion magazines (her **Creature Couture** skull ring was featured in the September issue of *W*, with actress **Kristen Stewart** on the cover). And her designs have even been seen by the largest TV audience in TV History, the Super Bowl, in which during **Madonna's** half time show, Madonna specifically asked for Heidi's Logo Ring for the performance.

Before jewelry, Heidi was always sketching and painting skulls and little creatures. She even has a name and complete bio for each of her beloved characters. "*Günther is a prehistoric hummingbird skull ring. He is as sexy as he is dangerous.*" A vivid imagination is another thing she and Madonna seem to have in common.

Born in Buffalo, Heidi Gardner's imagination and desire to create began before her earliest memories. Her canvas work embraces the essence of life and death through the inherent beauty of naked skeletal structures and disassembled, sometimes deformed creatures. Her imaginary world became a remarkably dark and wondrous realm from which she develops her intricate and haunting designs. She describes her jewelry as a purgatory in which creatures, forms, and art become one.

Guests from the Fashion industry came to mingle at **MPD**, a trendy restaurant located in the Meatpacking District of Manhattan, to preview her Fall Jewelry Collection.

"All of my pieces are an homage to the naked skeletal form," she says while examining the pelvis. "I love animals, human anatomy and animal anatomy." She even sites old German lithographs and **Grey's Anatomy** as some of her design inspirations.

Her attention to detail is what also sets her apart from other designers. Her signature pieces, cast mostly in silver and brass, receive several rounds of hand-crafting: from black rhodium or gold finishing, to the clever use of gemstones — like rubies for eyes, black diamond nostrils and moonstones for brains. To view more on Heidi and her designs check out her [Facebook page](#) and [follow her on Twitter](#).



Meet Designer Heidi Garder . . . And Creature Couture!



Today we bring you Heidi Gardner, the NYC-based jewelry designer who debuted her collection at Mercedes-Benz Fashion Week this past February (resulting in rave reviews), but dreamt them up while restless in her crib as a child. Her former years of solidarity brought forth a fierce independence and craving to self-express through art. Learn about the evolution of [Creature Couture](#) and the story behind the artist herself.

How did your childhood play a role in the evolution of your designs? I spent a lot of time by myself as a child and developed a very strong imagination that I would retreat into when alone. One of my earliest memories is going down for a nap and when I couldn't sleep, I imagined what every inch of my body looked like without flesh. I didn't actually know what a skeleton looked like at this age, but imagining this always soothed me into slumber.

When in boarding school were you aware of the guarded and suffocated feeling you described, or was this more apparent after the fact? I was painfully aware of this feeling and was constantly searching for solace in my high school years. Once again, I retreated into an imaginary world where my wanderlust was tamed by my creative outlets. My art emancipated my mind and helped me maintain a sense of child-like awe.

At what age did your passion for design and jewelry come about? At age 8, my father took me to Istanbul and we visited Topkapi Palace where I viewed and sketched an emerald encrusted dagger that took my breath away. My family had to drag me away as I was drawn to both its sparkle and strong lines.

Your designs follow a very specific story. When you began designing jewelry? Did you have the exact vision of the final product, or was it an evolution? It was an evolution of my artwork. I began drawing characters and from there put a back story to my characters and then evolved them into wearable designs.

When it comes to jewelry, how much is too much? Do you wear multiple rings, bracelets, earrings and necklaces at the same time? I do. I never overwhelm my outfits, however, certain outfits require more jewelry than others. When I'm wearing a detailed dress I wear less jewelry so not to overwhelm the beauty of the garment.

How important is it to compliment your outfit with jewelry? I think it's very important to accessorize because it individualizes your outfit; it's what sets you apart from others and what draws others to you.

Who is one person, dead or alive, you'd want wearing your designs? Tomoe Gozen.

Where do you see your collection going in the next year? I don't plan on creating new collections every season. I prefer not to constrain my creativity with seasons, but rather create different themes and continue to expand on them. This year, I'm exploring a new theme that will maintain my vision of empowerment and strength, but bring in a new element that has inspired me since my youth.

What has been the single most exciting moment for you since becoming a jewelry designer? My debut at Mercedes-Benz Fashion Week this past February. I really put myself out there with my event; it was very experiential and macabre. I was terrified I'd be misjudged or regarded as a freak, but the reviews were so stellar it really made me feel accepted in the fashion and art world. That experience gave me the confidence boost I needed to continue on my path.

What has been the most challenging aspect of being a jewelry designer? Getting my name out there amongst the already established designers.