

*what's* NOW!

## Celebrity Designers

# Kate Bosworth & Cher Coulter

The star and her stylist launch a jewelry collection sold online to members only

The fashion flock loves Bosworth for her minimalist style and ability to pull off Calvin Klein sheaths and J Brand cargos with equal aplomb. Now the actress, along with best friend Coulter, is trying her hand at design, creating necklaces, rings, and other sparklers. The twist? It's for Jewelmint.com, a new membership-based Web site. Enrollees, who pay \$30 a month, answer questions such as "Which look would you hit the red carpet wearing for the Oscars?" and "Which fashionista would you love to trade closets with?" Based on the responses, the site gauges your style and curates a selection of jewelry for you to choose from. You pick one item each month (for keeps); the more the site knows about you, the better it can predict what you'll enjoy. "The collection isn't done with one person in mind," says Coulter, who also dresses Malin Akerman and Sienna Miller. "It's about looking at each type of girl on the street and asking, What does she want?" Adds Bosworth, "It was exciting—and challenging—to think in terms of taste as well as age. What would a 15-year-old want? And a 50-year-old?"

**Cher, you know the jewelry market well. What was missing?** Everyday pieces. And even those lines can be very expensive. Jewelry is like sunglasses—you can lose it in two seconds. That said, you don't want to put on something that *looks* cheap.

*"The spiral bracelet I'm wearing has a tough feel that's very nice on its own," Bosworth says. "And I love the colors of the pendant necklace that Cher has on. They're like candy."*

On Bosworth: Crux cuff in oxidized silver plate. On Coulter: Smoky necklace in oxidized silver plate with glass stones.



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*"This is an easy, chic bracelet you can pair with a plain black dress, and who doesn't own one of those?" Coulter says.*

Caged bangle in gold plate.

*"You could try your rings stacked, on individual fingers, or give one away to your best friend," Coulter says.*

Trinity rings in oxidized brass plate, oxidized gold plate, and oxidized silver plate with crystals.



*"These are the perfect everyday earrings," Bosworth says.*

Illusion earrings in oxidized silver plate with glass stones.





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**“These earrings are so elegant, especially for going out to dinner or a party.”**

Alabaster drop earrings in gold plate with glass pearls and crystals.



*“Show it off against a camel sweater, which is big for fall,” Coulter says.*

Divine drape necklace in gold plate with acrylic stones.

*“I can see them with a big, chunky boyfriend sweater and jeans,” Bosworth says.*

Cleopatra earrings in oxidized gold plate with resin cabochons.

All items available at [jewelmint.com/instyle](http://jewelmint.com/instyle)

**What’s your design process, Kate?** Cher and I are definitely in sync. Here’s an example. I was in Europe and went to this little area of antiques markets where I bought a very interesting Finnish necklace. Later, Cher said she was looking through a book on Finnish design and had sketched a potential piece. It was nearly the same as the necklace I brought back. We’re doing it for our collection.

**Kate, is there a type of jewelry you always have on?** Rings. I wear a gold band on my index finger, a diamond band on my middle one, and this little pinkie ring that’s a gold band with a diamond in the middle. Recently I added my grandmother’s diamond bow ring from the 1900s. If I don’t feel like putting rings on my fingers, I’ll string them on a pendant necklace.

**So you’re a necklace fan as well?** I was at the Coachella music festival, and this very sweet girl ran up to me and said, “I make necklaces and would love to give you one!” It’s this simple little chain with a heart, and I swear I’ve worn it every day. —MEGAN DEEM



*“You wouldn’t necessarily need to wear other jewelry with this unusual oversize ring,” Coulter says.*

Rapunzel ring in gold plate with glass and resin stones.

*“We found these crazy earrings,” Bosworth says, “and decided to make one into a bangle.”*

Karma bangle in gold plate with resin stones.

*“It’s great with all the ’60s trends that are going on,” Coulter says. “It looks vintage but modern.”*

