

## People Profile

# Atlanta Jewelry Designer Makes a Hit with Frolick Jewelry

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Staff Writer

(ATLANTA) - Summer is upon us and fall will soon follow. It's the time for crash diets and instant gratification - style-wise, at least, with most consumers procuring the latest fashion trends and accessories. And this year especially, jewelry designers seem to be making a comeback when it comes to tipping the fashion scales.

In the Atlanta area's "Sunday Best Style & Shopping Section", 28 year old Adrienne Lee, founder and owner of Frolick Jewelry, was voted as the People's Choice, best local jewelry designer (2006).

To quote "Sunday Best",

"Her delicate designs featuring such semi-precious stones as agate, garnet and carnelian can be spotted on the necks and earlobes of the city's best-dressed women. This is bling - with a brain."

"I started doing this when I was 15 years old," said Adrienne. "It was a hobby at first, but then it blossomed into a career."

"I have always been creative and love making things; and I like to try new mediums."

Her favored materials include sterling silver, vintage resin and glass, dyed mother of pearl and coral. A self-taught artist, having created her first jewelry at the tender age of 15, Adrienne, felt inspired in 2004 to launch her affordable, charming line of hand-

crafted jewelry. Frolick is known for its variety - delicate and sweet to edgy and bold. And her retail prices are affordable by most standards, ranging from \$20 to \$150.

"I've always been a creative person and enjoy all the elements incorporated into making jewelry," said Adrienne. "And the use of color can be so exciting; I just love to use new mediums and try new things."

Adrienne's Frolick Jewelry is now carried by more than 40 retail establishments and jewelers across the country and the trend is catching on because it is fashion friendly and affordable. Fashion boutiques and independent jewelers have found her jewels to be big sellers among the fashion savvy, regardless of age.

"My line is designed to be fresh and distinctive," she said. "I use a unique variety of colors and materials to create pieces that enhance a woman's personal style and are fun to wear."

It's no surprise that Adrienne counts butterflies (the Frolick line logo) among her sources of inspiration, but she says she also gets inspiration from everyday objects.

"I get inspiration from a variety of different things, even an ordinary lamp inspires me, and I work from there. There is no limit as to where your imagination and

creativity will take you, if you just look around at your surroundings," she explained. "It's amazing what will inspire you if you just look at things in a different light."



These onyx and Swarovski crystal earrings are part of Adrienne's latest line.



Handcrafted Frolick jewelry ranges from delicate and sweet to edgy and bold.



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It's hard to imagine, but a couple of years ago, Adrienne was working for an insurance company, which she said was the most boring job in the world to her. She said crunching numbers and sitting in a cubicle all day really motivated her to launch a new career.

"I've always loved fashion and jewelry and always wanted to make it interchangeable," she said. "My latest collection was inspired

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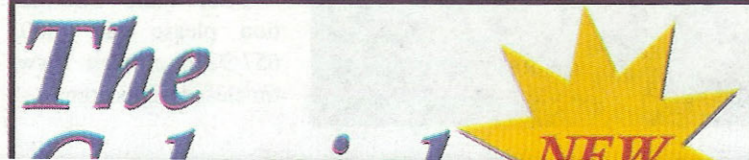
My latest collection was inspired by a trip to Italy, which really got me in tune with the latest trends. My latest work definitely makes a bold statement and commands attention," she said. "Seeing how the rest of the world interprets style has given me a new perspective; these new designs will help reinvent 'the little black dress' this season."

All of Adrienne's pieces are handcrafted using the best materials available. Her turn around time is usually 5 days, from design to finish because she is a perfectionist. Her latest line focuses on a rich color palate with the use of brass filigree, Japanese vintage glass, Lucite, Italian alabaster, cinnabar and other distinctive materials. Her advantage is that not everyone going into a local jeweler is in the market for a diamond ring, and Adrienne's pieces give the consumer an affordable alternative while still giving retailers a profit margin and including them in the lucrative fashion trend market.

Adrienne is a native of Chattanooga, TN, but has called Atlanta home for the past six years. She has a boyfriend and a 6 month old Dachshund named Oscar.

You can visit Adrienne's web site at [www.shopfrolick.com](http://www.shopfrolick.com) call her at 678-860-5613 or send e-mail to [info@shopfrolick.com](mailto:info@shopfrolick.com).

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