

# Taking Charge: Ian Saudē

*"Take what's yours.*

*Take control.*

*Take the initiative.*

*Take back power.*

*Take the first step.*

*Take a chance.*

*Take action.*

*Take it off.*

*Take me seriously."*

These are the words flashing across the screen of designer Ian Saudē's new website for his most recent project **Ian Saudē: Is**—a provocative new fine jewelry and lifestyle brand that features designer accessories inspired by fine art, high-fashion, and the modern woman.

If you haven't heard of him yet (or seen celebrity jewelry connoisseurs draped in his designs) you will. For the past 12 years, Saudē has been producing and designing jewelry, cashmere accessories, and clothing for his family-founded business Saudē & Co. The Central Coast native has collaborated with high-fashion authorities to create designs for runway collections from Giorgio Armani, Ermenegildo Zegna, Agnona, Mila Schön, Jo Malone, and more. His work in the luxury textile business has reached all the major markets—from Nepal, to Milan, and the U.S.—but his inspiration and experience come from an unlikely source. »

Andaman  
"Capri"  
\$8,200

Celestine  
"Pirouette"  
\$4,775



Although he was born in Hollywood and raised on the Central Coast, Saudé has spent most of his professional life in Katmandu, Nepal, where he studied Tibetan Buddhist philosophy and meditation techniques from 1996 until 2005. While working in Katmandu, Saudé became fascinated by traditional methods of craftsmanship and began collaborating with local artisan and metal smiths to create uniquely-crafted jewelry. The result was a group of entirely handmade silver pieces that became the basis for his first collection.

"I am fascinated by complex shapes, by unique colors and materials, and by complicated creative methods or 'jewelry' techniques," Saudé explains. "No matter how complicated a design is to make, the net effect needs to look effortless, almost as if it was formed by nature without any human intervention. This is the essence of my style."

Saudé placed the accessories in a boutique in San Francisco

and, after only a day or two, received a call that his first piece had been sold to famous novelist and jewelry aficionado Danielle Steel. Two years later, Saudé & Co. introduced a line of woven cashmere accessories and, shortly after, incorporated delicate and sophisticated embroideries onto scarves, wraps, and throws. Throughout the next decade, Saudé & Co. developed seasonal accessory collections and cashmere casual wear, and assisted other designers in developing exclusive private label luxury goods. But even with the brand's success, Saudé's artistic desire for personal expression took over and, in 2006, he started working on his current line, Ian Saudé: Is, which he launched this past May.

"I wanted to create a collection that better defined my personal vision and tastes," Saudé says. "While it is often fun (and a lot less risky) to work and fulfill another designer's concepts ... at some point, you feel the need to express yourself more fully—to do what excites you personally!"



Meteor  
"Meteor Drop"  
\$4,185



Ian Saudé

Staying true to his goal of creating contemporary collections with lasting value, Ian Saudé: Is focuses on versatile, fashion-forward designs and features several interchangeable pieces

designed to "evolve with the changes in a woman's life." This theme of transformation is central to Saudé's new brand, and the jewelry reflects his fascination with metamorphosis and evolution in both its design and function.

"We are always changing over the course of our lives," Saudé explains. "So, I have tried to make many of the new pieces respond to those changes by making them adaptable. This way, people can collect different elements that mean something to them and, over time, reconfigure the pieces themselves to create objects that become part of their personal history."

The exquisite line of 18-karat

gold and colored gemstone pieces features diamonds and semiprecious stones in distinctive designs ranging from purely organic to sculptural-modern. Each item is meticulously crafted by Saudé's expert French and Italian trained jewelers using intricate techniques such as micro-pavé and organic and sculptural metalwork. The stunning masterpieces have already been picked up by the fine furnishing and accessories boutique Maison K in Montecito, and are also carried at Kevin Main Jewelry Design & Studio and the new men's store Bloke in downtown San Luis Obispo, in addition to other fine jewelry retailers nationwide. Take part in his new, interactive collection by

visiting his racy, revamped website [www.iansaude.com](http://www.iansaude.com), or one of these Central Coast locations:

**Bloke**  
716 Higuera St.  
San Luis Obispo  
(805) 542-0526

**Kevin Main Jewelry Design & Studio**  
720 Higuera St.  
San Luis Obispo  
(805) 547-0662

**Maison K**  
1253 Coast Village Rd.  
Montecito  
(805) 969-1676  
[www.maisonkinc.com](http://www.maisonkinc.com) CCM

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Vendome  
"Reine"  
\$13,950



Vendome  
"Pearl Net"  
\$6,195

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