

CANADIAN JEWELLER MAGAZINE

TUESDAY, JULY 8, 2010

Erin Tracy Designs launches new studio in Toronto's Liberty Village



Erin Tracy (www.erintracydesigns.com) is noted for her exquisite engagement and bridal rings but also specializes in fashion rings, bracelets, necklaces and earrings. Tracy has recently re-located to a beautiful space in Liberty Village.

"I place importance on the process of the designing and creating pieces that have a presence on the body, and that will allow for individual connection between the wearer and the work," says designer and owner Erin Tracy. "When working on bridal pieces, I focus on making sure that they will be treasured for a lifetime and they reflect the individual - not just what is trendy this season."

Erin Tracy Designs has been attracting attention from people all over the globe with excellence in craftsmanship and innovation of material use and combination. The designer brings a passion and influence from her travels and the world around her and combines materials such as gold and wood, rich colors and versatile shapes - perfect for making a statement this summer and beyond.

She promotes customized jewelry because the wedding is only one day of your life; the rings will continue to live on and are constant reminders of the special union that you have.

After six years in business, Erin Tracy Designs has acquired a distinguished place in the jewelry industry. The Canadian company is now renowned internationally for the elegance and simplicity of their handcrafted jewelries. Erin Tracy specializes in rings, bracelets, necklaces and earrings. The choices and combination of materials such as gold and wood, rich colors and versatile shapes set Erin Tracy Designs apart.

Tracy's philosophy is to create the most suitable jewelry, that is, to create a true relationship between the individual and the ornament. Thousands have been touched by her ability to transpose the most complex ideas into simplistic elegance.

Having built a strong reputation in North America, the collections have been featured in various trade shows, commercials, and editorial shoots. In 2004, after participating in a worldwide-juried competition, Tracy was picked to feature her work in the Lark's Book 1000 rings. Moreover, since graduation from the prestigious Ontario College of Art and Design, Tracy won the Women's Mining Association of Canada award from the Ontario Craft Council in 2003, and is also a two-time winner of the Carol Rapp Award from the Ontario College of Art and Design in 2002-2003.

POSTED BY IHR AT 7:45 AM