

Continued from page 30

What's New in Fashion

BY JULIA CHRISTENSEN

ROBIN FRANKLIN'S SPLENDID COMPANY

FOR MORE THAN 17 YEARS, ROBIN FRANKLIN worked in the Neiman Marcus Precious Jewels Salon at Plaza Frontenac. Now, her gemstone-filled jewelry line, Splendid Company, works exclusively with the department store, where she'll be appearing soon for a trunk show.

"I've always had a love for colored gemstones," Franklin says. "I really wanted to come out with a product line that would allow women to purchase for themselves and accessorize their daytime lifestyle with beautiful, colored-stone jewelry."

Franklin, who resides in Warson Woods, founded the company with her husband in 2011. "Everything I make, with very few exceptions, is one-of-a-kind," she says. "That appeals to a lot of my clients—most people really want their jewelry to be unique and special to them."

Splendid Company will hold a trunk show at the St. Louis Neiman Marcus on April 8 and 9, and May 7. Franklin says attendees should expect to see lots of new surprises with regard to the collection, as well as a fair amount of Ethiopian opal, a current personal favorite. "The stuff that I'm really drawn to lately—because I do like all of the stones—are the ones that have an incredible play of magical color."



Robin Franklin



Shop Worth a Stop

BYRD DESIGNER CONSIGNMENT BOUTIQUE

WHEN A DESIGNER-LOVING GAL ON A BUDGET NEEDS TO CLEAN out her closet or find some new high-end pieces, an upscale consignment store helps her kill two birds with one stone.

Byrd Designer Consignment Boutique originally opened in 2002 as a traditional high-end women's clothing boutique. In April 2013, three years after the boutique was transformed into an upscale consignment store, consignor and customer Emily Elbert bought the shop and became its owner.

Elbert stresses the distinction that the store is consignment, not resale—consignors still own the inventory. When a consignor brings in items she is looking to sell, Elbert carefully goes through the selection, choosing high-quality designer pieces, like Christian Louboutin shoes, Alice and Olivia dresses and Prada bags. Her team does extensive research on each piece before presenting the proposed pricing to the consignor. For most items, Byrd splits the profits with consignors 50-50. Most of the jewelry at Byrd is created by local jewelry designers, giving shoppers the chance to support area artists. Customers browsing the racks should shop often, Elbert says. Because consignors bring in new items daily, the inventory is always changing. Items by designers like Gucci, Diane von Furstenberg, Hermes, Jimmy Choo and Tory Burch tend to go quickly.

"I have customers that come in once a week," Elbert says. "Our new and fresh inventory keeps them coming back."

8825 Ladue Road, 721-0766, byrdstyle.com
 Mon: 11 a.m. - 6 p.m., Tues. - Fri.: 10 a.m. - 6 p.m.,
 Sat.: 10 a.m. - 5 p.m., Sun.: 11 a.m. - 4 p.m.

BY BLAISE HART-SCHMIDT



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