

## Sarah Carolyn

*A Destin Jewelry Designer Finds Her Passion Through Her Family*

BY JULIE WAX



*Sarah Carolyn Campbell*

Imagine a jewelry store where you could find pieces starting at just \$20 that were chic enough to highlight your favorite outfits without breaking your budget. If you've thought lately about purchasing a new dazzling necklace or striking set of bracelets, but just haven't had it in your budget, there's a place in town just for you—Sarah Carolyn.

In business since last October, the trendy, yet affordable, jewelry shop located in Destin is the perfect place to shop for beautiful baubles this holiday season. The business, owned by DeFuniak Springs native Sarah Carolyn Campbell, who goes by Carolyn, is adjacent to the fine jewelry store McCaskill & Company, owned by her parents, Bill and Elizabeth Campbell. Growing up in the jewelry business inspired Carolyn to create the business she has today. So, after traveling to numerous



*Photos courtesy of Sarah Carolyn*

shows around the country with her parents throughout the years and completing her business hospitality degree from Florida State University, Carolyn decided to fuel her passion in jewelry by opening her own store and, as of last month, starting her own jewelry line, Sarah Carolyn.

"My designs are very feminine and incorporate a variety of different freshwater pearls—keshi, coin, baroque and round—with faceted precious and semi-precious stones," she says. A perfect complement to the upscale jewelry offered by her parents' store next door, Carolyn laments on the wealth of knowledge she has gained from them over the years. "I could not ask for a better experience and better teachers," she says. "From my dad, I acquired my passion and excitement for jewelry, and from my mom, how to run and promote a business. We are best friends and have thoroughly enjoyed working side by side."

While Carolyn originally pictured her customers as a younger set of clientele, she says everything in the store, from cuffs to brooches to rings, appeals to all ages. "Grandmothers come in to buy for their granddaughters and end up getting something for themselves as well,"

she says. There's even a bridal line, Jaime Cole, for those about to take a walk down the aisle. But no matter what line Carolyn carries in the store—Me&Ro, Misha, Coralia Leets, Marcia Moran—she has to love it first herself to sell it. "When selecting jewelry, I find that I am drawn to feminine, very pretty styles, yet I want designs to be unique," she says. "The quality and craftsmanship is very important to me, as well as the value for the dollar."

A favorite line of Carolyn's, Misha, is designed by an artisan born and trained in the Soviet Union, with pieces of delicate gold wiring around stones, and is a great pick for any age as well as someone trying to pick out a great gift this season. "I find that men are often afraid of taking a risk with fashion jewelry because of the diversity and all the selections," Carolyn says. "They cannot go wrong with Misha." She also mentions Hot Diamonds (sterling silver with a sprinkling of diamonds) and Majorica pearls as absolute go-to gifts during the holidays.

So how do you find that perfect piece that will make you stand out in the crowd at an upcoming holiday party? While each collection at Sarah Carolyn's has its own "wow" piece, the lines by Claudia Lobão, new to the store this season, and Susan Hanover have the most dramatic selections. Look to Susan Hanover

for chunky bold stone cuffs and Claudia Lobão for eye-catching 18K gold-plated hand-crocheted necklaces for an extra spectacular look.

While you won't find the typical ocean-laden jewels here—Carolyn feels there are plenty of these pieces sprinkled around town already—you're sure to find something right on trend. "I always review fashion magazines and keep an eye on what the celebrities are wearing because they often are trendsetters," Carolyn says. "Because my jewelry is so moderately priced, women are less reluctant to be bolder and try out new styles."

With the economy in a slowdown, Carolyn admits her business is faring quite well these days. "Jewelry makes you feel good, and women want jewelry," she says. "They may not have quite as much to spend on it at this time, but we have pieces starting at \$20." Which means there is definitely no excuse not to stop by Sarah Carolyn's this holiday season—it's both affordable and trendy.

***Sarah Carolyn is located at 13390 Hwy 98 West Suite B in Destin. Contact 850-650-1753 for more information.***