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## **Red Sofa Jewellery Collection: A Woman in Tune with Nature**

Jewellery Designer and Montrealer Joanna Szkiela Launches Red Sofa Today

**Montreal, QC, Nov. 1, 2007** –The Red Sofa jewellery collection, a highly modern, organic collection combining natural elements, is being introduced in Montreal by nature lover and urban dweller Joanna Szkiela.

Red Sofa rings, bracelets, earrings and necklaces are designed and made by Joanna Szkiela, who describes her approach in this way: “I design jewellery as a natural extension of the beauty and personality of its wearer. It integrates with the wearer’s lifestyle. The beauty of the piece must be absolutely coherent with the person and her environment.”

### **Woman...**

Born in Poland and raised in France, Joanna Szkiela has lived and traveled throughout the world since early childhood. Her close family circle is a mix of European and Asian cultures and attitudes. The plurality of nationalities, cultures and religions have had a major influence on her work. She is a passionate observer of people and their relationships to both the natural and synthetic environments they inhabit and create. A source of her inspiration involves the duality of trying to understand individual uniqueness, as well as people’s interrelationship with society and the environment.

Joanna says: “As I observe this relationship, I visualize how jewellery can complement and enhance an individual in relation to others. This isn’t done in a superficial or extravagant way; rather, I search for jewellery that’s a natural extension of an individual’s personality and that is in harmony with her way of life.”

Inevitably, the human in all its myriad ethnicities inspires Joanna’s somewhat anthropological creative approach. She has boundless passion for the culture of jewellery and its symbolism. Ethnic art forms of the Mediterranean peoples (Greek, Spanish, Turkish, Moroccan) and American aboriginals are all sources of inspiration.

Human diversity plays an ongoing role in the development of her creative philosophy. Joanna’s collection takes a highly personal and sensitive approach, making Red Sofa a timeless collection.

### **...in Nature**

An urban dweller with a passion for the pastoral, Joanna needs a regular dose of nature. The designer, who visits the Botanical Gardens when she cannot travel “to observe nature in evolution”, offers a modern collection that combines the organic and synthetic in material and form. Silver, quartz, coral, cast cloves and coffee beans, leather, wood and sea urchins are all used.

“Why the name Red Sofa?” Joanna answers: “I strive to create jewellery that’s distinctive yet comfortable. My goal is for the wearer to be inspired by luxury and to stand out, like a beautiful red velvet sofa.”

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**Availability and Pricing**

All pieces in the inaugural collection can be viewed at [www.gotoredsofa.com](http://www.gotoredsofa.com). The average price of a piece of Red Sofa jewellery is \$80 Cdn. Suggested retail pricing ranges from \$55 – 265 Cdn.

For points of sale, please visit [www.gotoredsofa.com](http://www.gotoredsofa.com).

**About Red Sofa**

Founded in Montreal in 2007 by jeweller Joanna Szkiela, Red Sofa offers imaginative, elegant, modern and organically inspired women's jewellery. Affordably priced, the pieces in the Red Sofa collection are made principally from silver, stones and natural materials. All pieces in the Red Sofa collection are designed and made by the artisan in her Montreal studio. The company presently has four points of sale, and an online boutique is expected to open in January 2008 at the website [www.gotoredsofa.com](http://www.gotoredsofa.com).

**About Joanna Szkiela**

A true woman of the world, the Polish native Joanna Szkiela grew up in France and lived on several continents before making Montreal her home. A manager in the world of digital arts for a number of years, she has always been fascinated by human beings, their environment and their cultures. A high level of artistic sensibility was the guiding force that led her to create jewellery and to establish Red Sofa in 2007.

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