



Uniquely U

A rising jewelry designer gives you a Unique Experience

BY: CURRECIA M. COLEMAN

Danielle Benson is owner of **Nontle Jewelry and Accessories in Columbus, Ohio** where people can purchase handcrafted one of a kind jewelry and accessories that you will not find anywhere else in the city. She began her career in 2007 because she realized that she couldn't find any accessories to match her outfits, so she purchased beads and began to make her own jewelry. After she perfected her craft, Danielle started to make the jewelry out of her home and sell it to family and friends. Ms. Benson has started an event every third Wednesday of the month entitled "Uniquely U" at Urban Spirit Café in the Lincoln King District where guest are able to purchase her jewelry along with other unique

items such as handbags and scarves while enjoying soft music, food and networking. **Nontle Jewelry** is committed to meeting the needs of their diverse customers and strives to continue to sell items that are colorful, fun and have people asking "Where did you get that from?" With **Nontle Jewelry's** different lines, you are sure to find just the right piece that suites your style.

How did you get the name **Nontle Jewelry**?

DB: I went on Google and did a name database search and looked through all the names because I wanted a name that meant something and I came across the name Nontle which means "Mother of Beauty" in African Xhosa.

How long have you been making jewelry?

DB: For about two years. It first started off as a hobby because when I would go to buy jewelry, I couldn't find the right jewelry pieces to go with my outfits. After I realized I was getting good at making jewelry, I took a jewelry making class about a year ago just so I could fine tune my craft.

What type of jewelry do you make?

DB: Mostly beaded jewelry such as; earrings, necklaces, and bracelets. Lately I have had request to make belly chains and other types of jewelry. In the future I will include in my jewelry line more jewelry sets for men as well as cuff links. I would also like to include a variety of clip on earrings for women.

Why would a customer want to purchase jewelry from **Nontle Jewelry** and accessories? What sets you apart from other jewelry lines and companies?

DB: First off, I have jewelry that is different and one of a kind that you won't find in a shopping mall or anywhere else. I use collections of beads that I have gotten from all over the world such as China, Africa and even some places here in the United States. Since my jewelry line is unique, it allows you to be creative with your style and stand out amongst the crowd and not see the person next to you with the same jewelry set.

Where do you get your inspiration from to make your jewelry?

DB: I typically get my inspiration from my surroundings. For example, if I see a beautiful sunset I try to capture that in my jewelry. Sometimes I get my inspiration from my dreams and when I wake up in the morning, I start writing down my thoughts on the pen and paper I placed next to my bed! I also look in different catalogs that I receive in the mail and get ideas from different jewelry styles that catch my attention and build my line upon what I see so that it will help me to remain different.



Who would you love to see wear your jewelry line?

DB: I would love to see fashion forward people wear it! Celebrities such as: Kimora Lee Simmons, Oprah Winfrey, Michelle Obama, Kim Kardashian, Tyra Banks and anyone else who are notable for their fashion style. I would also love to see my jewelry line incorporated into high fashion shows and in magazines.

Where can you see **Nontle Jewelry** and Accessories in 5 years from now?

DB: in the next year, I would love to see Nontle Jewelry and Accessories in its own independent store located in the up and coming Lincoln- King District. I would not only sell jewelry, scarves and handbags but I would want to collaborate with unique designers and sell their clothing and shoes as well so it would be more like a boutique. I definitely want to turn my business into a franchise and have it in other fashion forward, trendy and artsy cities such as Chicago, New York and Los Angeles.

For more information about Nontle Jewelry and Accessories, please contact Danielle Benson at daniellebenson@nontlejewelry.com or visit her website at : www.nontlejewelry.com

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