

MAKING A STATEMENT

As the creator of a jewelry company, Sarah Tamber is making the important



...was 11 years old. Samantha enrolled her in a beading class...
...to get me out of the house".
...it also served as something
... In 2004, Wills launched
... jewelry range and since
... has gone from market
... a global powerhouse, with the
... dividing her time between
... New York. Wills now counts
... Rihanna and Kate Hudson
... "bohemian luxe" jewellery
... more than 300 stores
... that's not enough, she has
... and homewares to her
... a range of handbags

design to accounts receivable. But
... would call and I'd say, 'Accounts? I
... hold.' I'd put a different view on
... 'Accounts speaking'. At times I
... baked beans and wondering
... the bills but it never occurred
... it wasn't going to work."

Did you have a vision of how your business would look like? "Every
... financial freedom - the
... in \$800,000 credit card
... company. Success
... focus on the crea
... people working
And now you're

"We work
... we've ac
... they do p
... patient
... I think
... is be
... old
... W
... "

How do you realise you could make a profit out of your creations? "I was
... retail when I started hand-
... jewelry at night and selling it at
... shops on the weekend. It got to a
... where I was making more money at
... than I was during the week.
... told me about a trade show
... Fashion Week. He said,
... available for \$2500. I was
... the entire week at the mark
... to make one order to cover
... \$20,000 worth of orde
... my retail job the nex
... was the start-up pro
... time. There were
... doing jewellery
... statement jewel
... everything

WILLIAMS: JESSIE
JEWELLERY AND LUXE
HAIR: ANTOINETTE
SARAH TAMBER

PHOTOGRAPHED BY HUGH STEWART