

EL1712



" LADY FROM LADYBUG AND FOR US AS LADIES "

LADY FLOW

LADY FLOW

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This piece is born from the quiet elegance of the ladybug—its form, its movement, and its hidden strength.

Beneath its delicate dome lies a story of resilience, where beauty and endurance live as one. Unlike other insects, the ladybug alone can turn itself upright when it falls, spreading its wings to reclaim balance. From this small miracle, the necklace finds its inspiration—a celebration of renewal and transformation. It carries two faces, just as the ladybug does: one luminous and red, glowing with life and vitality. The other, darker and softer, reveals fine lines that echo the subtle markings of its back. When flipped, the piece changes character, offering a new shape, a new light, a new emotion. Its movement is fluid and organic, flowing in gentle curves rather than rigid lines. Each link follows the rhythm of the ladybug's path—graceful, meandering, and free. As it rests upon the neck, it seems to breathe with the body, adapting with quiet harmony. It speaks of the beauty in balance, of strength within gentleness. And in its whisper, it reminds us that even the smallest of creatures holds the power to rise again

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LADY FLOW

FACE 01



This face of the necklace embodies the fluidity and gentle grace of the ladybug's movement - as it glides in soft, harmonious swarms, interwoven and serene. Its glossy, radiant red surface captures the eye with effortless brilliance.

LADY FLOW

FACE 02



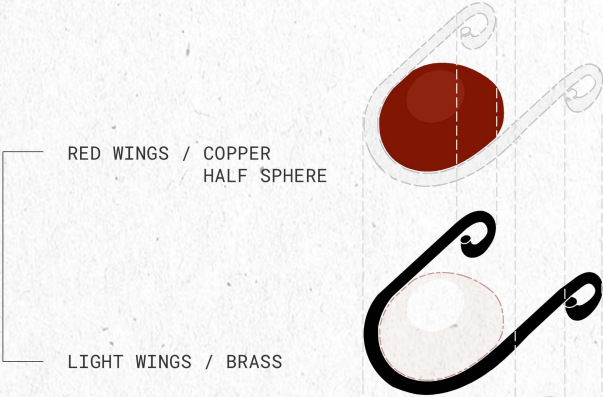
This face reflects the ladybug's mystery, strength, and unwavering will. A creature that rises to restore its own balance. Its deep-toned heart, with its distinctive texture, enhances its allure, while the connections are adorned with cabochon zircons in the signature ladybug red.

01 THE ELEMENT

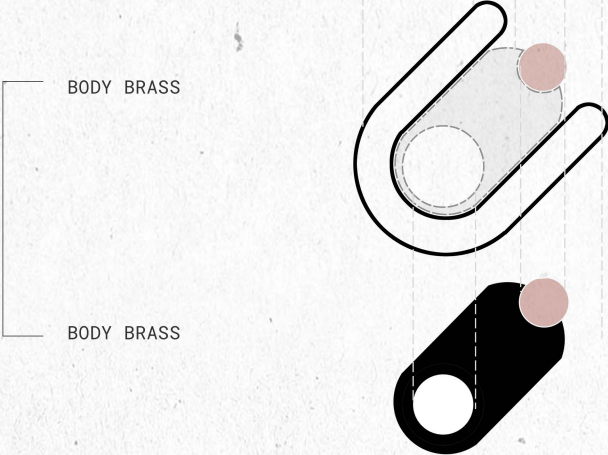
01 THE CONNECTION



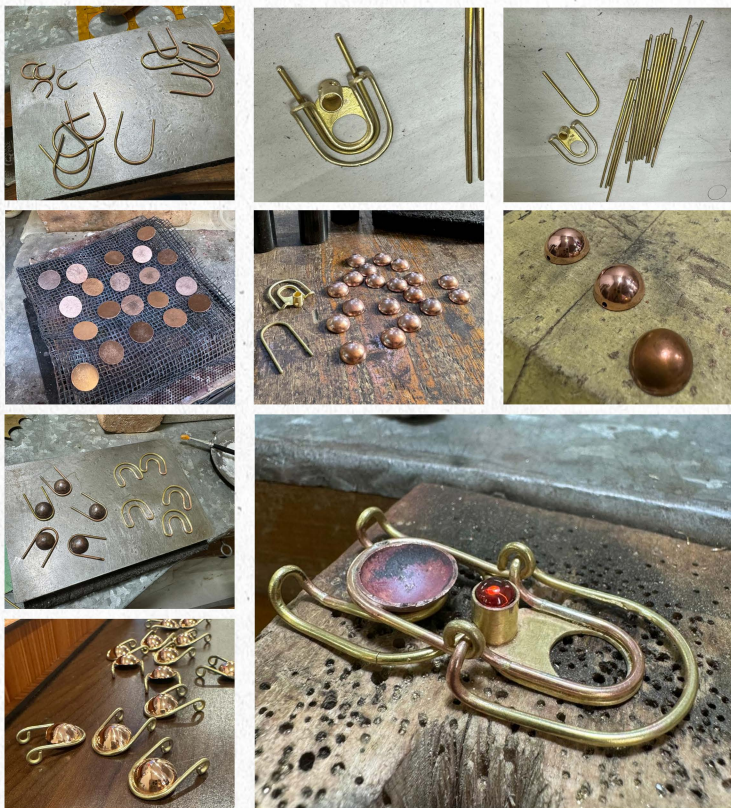
02 THE WINGS



03 THE BODY

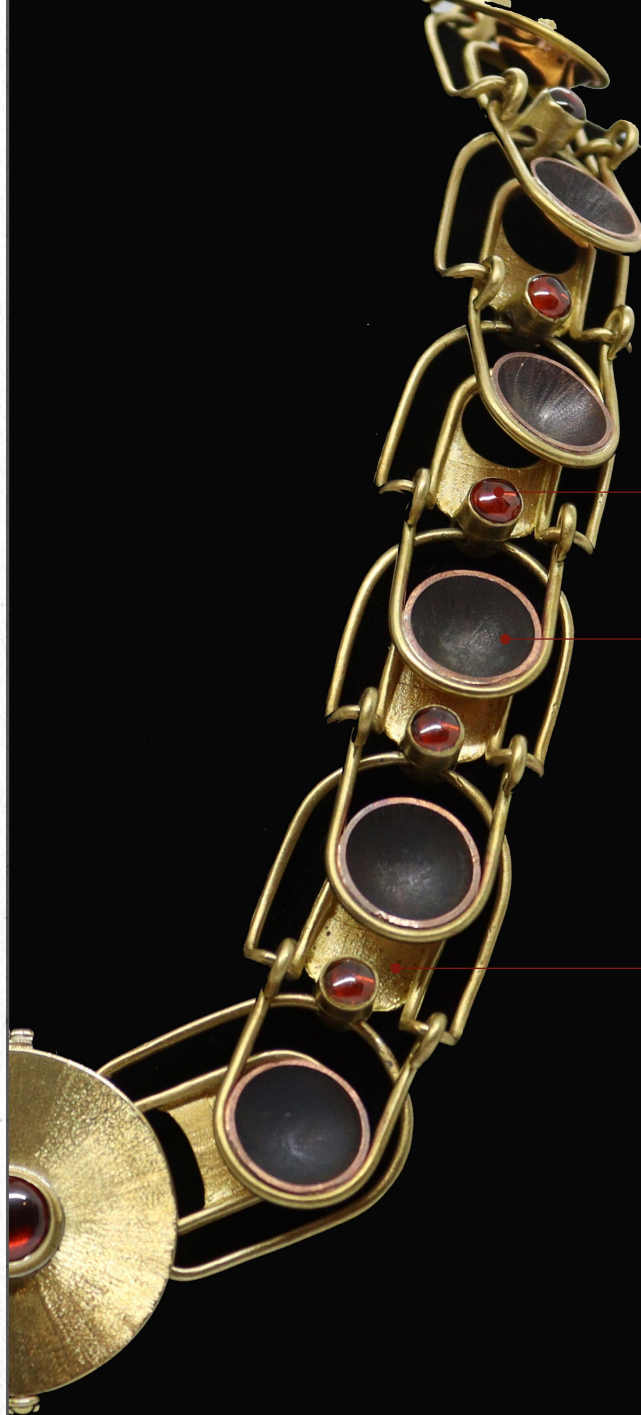


01 THE ELEMENT



THESE PHOTOGRAPHS WERE TAKEN THROUGHOUT THE EXECUTION PROCESS, DOCUMENTING EACH STAGE OF CRAFTING THE INDIVIDUAL PARTS THAT FORM ONE SINGLE ELEMENT. THESE ELEMENTS WERE PRODUCED IN VARYING SIZES AND TO BE ASSEMBLED TOGETHER, CULMINATING IN THE FINAL COMPOSITION OF THE COMPLETE NECKLACE

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// THE LADYBUG



// RED ZIRCON

CABOCHON ZIRCON WAS CHOSEN TO HELP IMITATE THE HALF SPHERE OF THE BODY

// RED ZIRCON



// COPPER



// BRASS



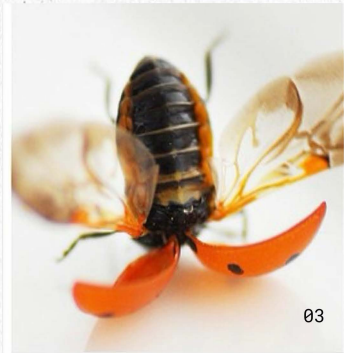
02 THE FLIP – TURN MECHANISM



01



02



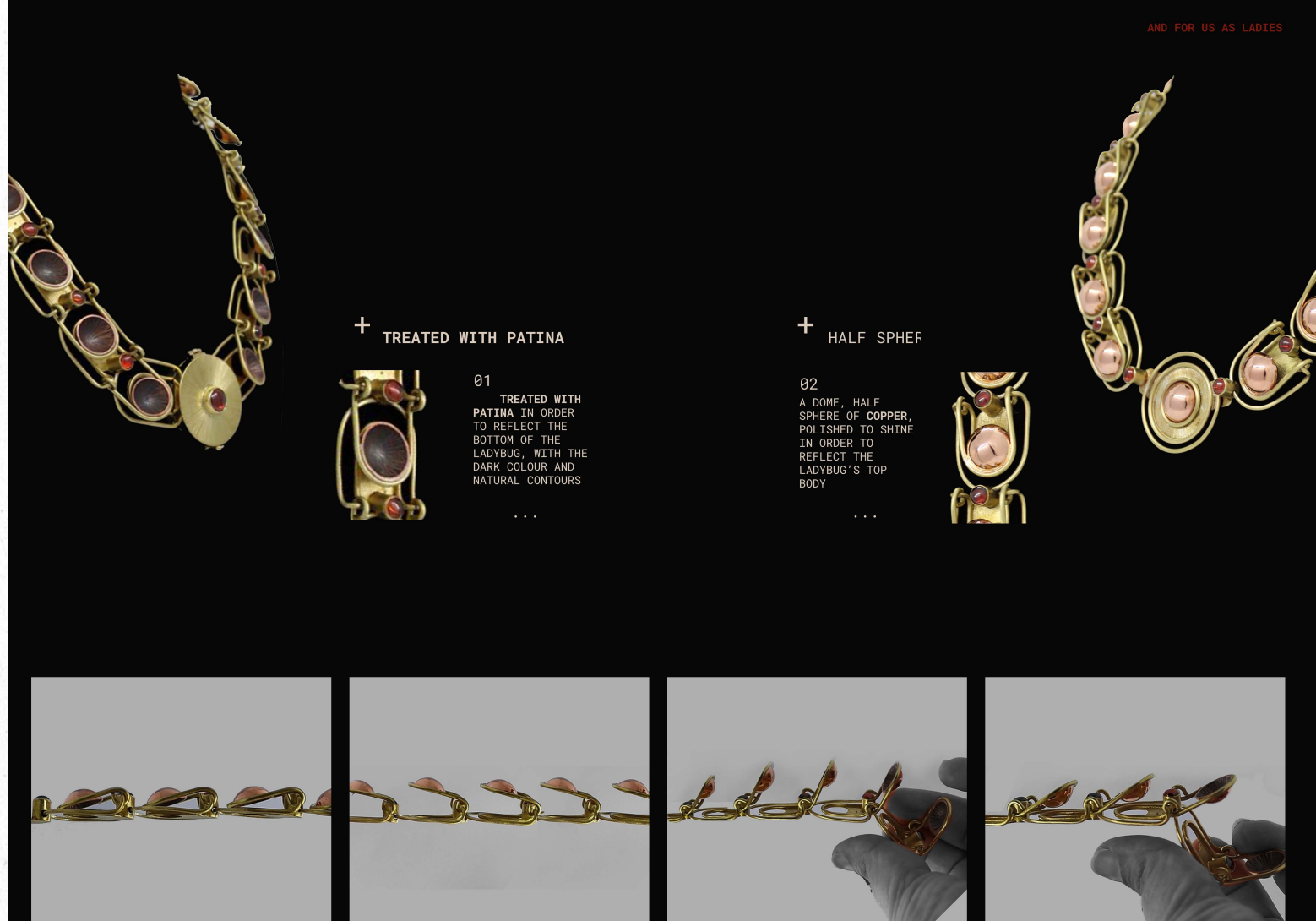
03



04

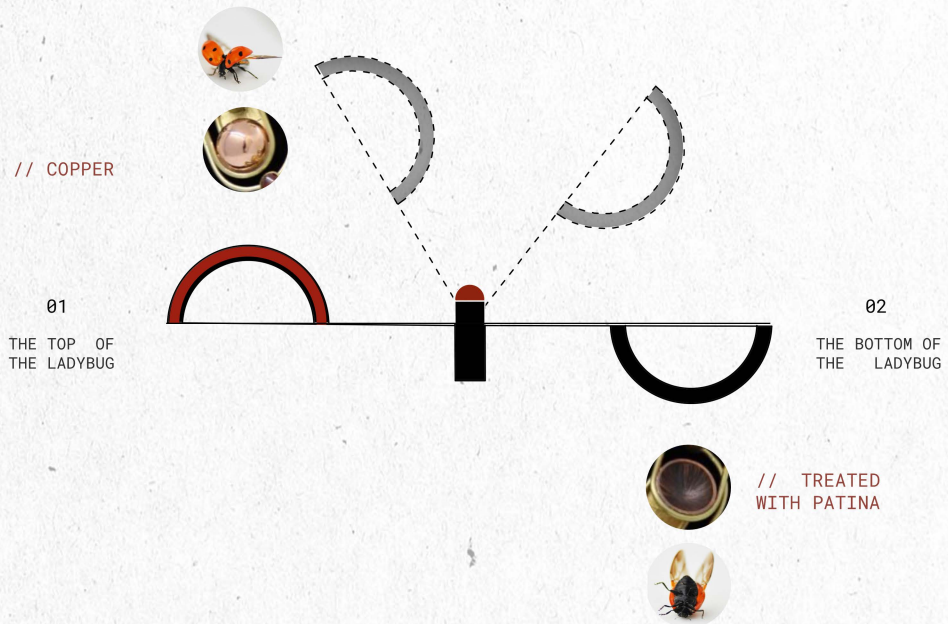
180° FLIP

THE LADYBUG FLIPS ITSELF UPRIGHT WHEN TURNED ON ITS BACK—SOMETHING FEW CAN DO. IN THAT MOMENT OF REVERSAL, IT REVEALS AN ENTIRELY DIFFERENT SIDE OF ITS BODY: THE OPAQUE, DARK UNDERSIDE, TEXTURED AND HIDDEN FROM VIEW. THIS CONTRASTS BEAUTIFULLY WITH ITS SMOOTH, VIBRANT RED SHELL ABOVE, WHICH GLEAMS WITH LIFE AND COLOR. THIS ACT REFLECTS IN THE MECHANISM OF THIS PIECE.



SERIES OF SNIPPETS OF A VIDEO CAPTURING THE FLIP – TURN MECHANISM IN ACTION

02 THE FLIP – TURN MECHANISM

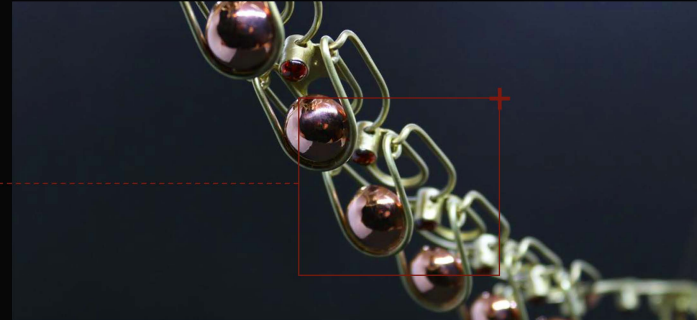


180° FLIP

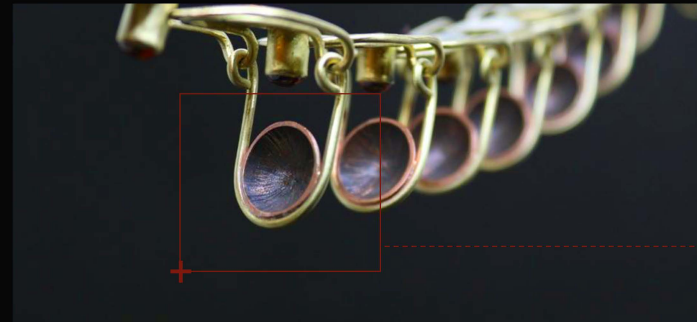
THE FLIP MECHANISM REVEALS AN ENTIRELY NEW IMPRESSION ON EACH SIDE. ONE SIDE REFLECTS THE TOP OF THE LADYBUG—ITS SMOOTH, DOME-LIKE FORM GLOWING IN VIBRANT COLOUR. WHEN FLIPPED, THE PIECE TRANSFORMS TO REVEAL THE DARKER UNDERSIDE, ENGRAVED WITH FINE LINES THAT ECHO THE NATURAL PATTERNS BENEATH IT'S BODY. THROUGH THIS MOTION, THE NECKLACE BECOMES ALIVE—SHIFTING EFFORTLESSLY.



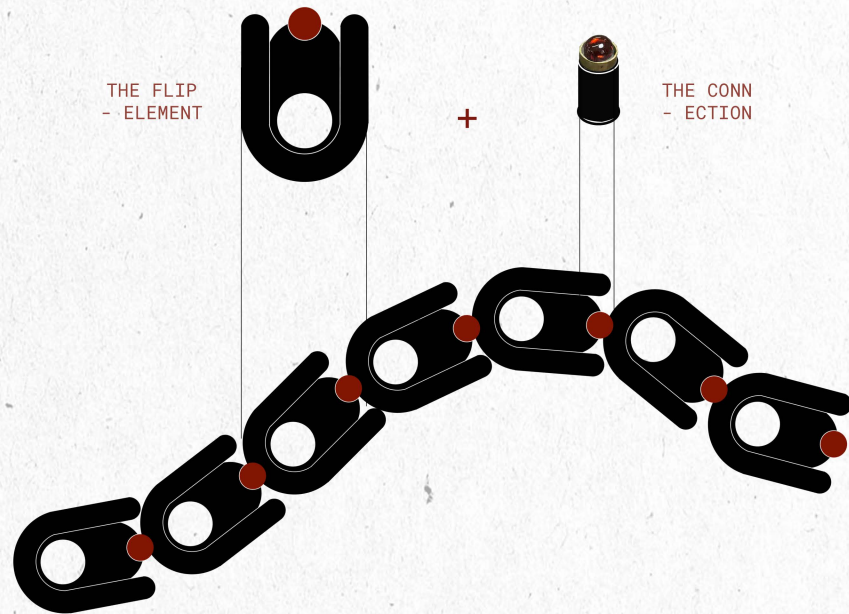
01
COPPER



02
TREATED
WITH PATINA

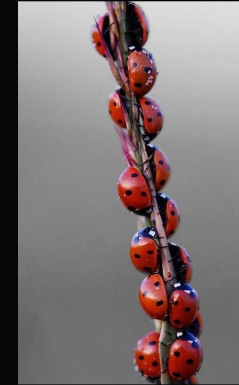
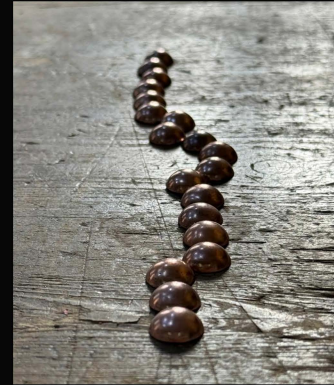


03 THE -FREE MOVEMENT



THE - FREE MOVEMENT

THE MOVEMENT OF EACH ELEMENT WITH THE OTHER IS BORN OF THE LADYBUG'S PATH—NOT A STRAIGHT LINE, BUT A CURVING RHYTHM THAT FLOWS WITH THE CONTOURS OF THE BODY. THIS FREE MOVEMENT MAKES THE NECKLACE RESTS NATURALLY UPON THE NECK, AS IF IT HAD ALWAYS BELONGED THERE — BREATHING WITH THE MOTION OF ITS WEARER.



THE LADYBUG'S PATH—NOT A STRAIGHT LINE, BUT A CURVING RHYTHM. EACH ELEMENT MOVES IN HARMONY, ECHOING THE LADYBUG'S GENTLE, CURVING PATH RATHER THAN A STRAIGHT LINE. THIS FLUID MOTION ALLOWS THE NECKLACE TO SETTLE NATURALLY ON THE NECK, FLOWING EFFORTLESSLY WITH THE WEARER'S EVERY MOVEMENT



03 THE -FREE MOVEMENT



04 THE LOCK / BROOCH



THE – LOCK / PENDANT

THE LOCK WHEN OPEN, IT MIRRORS THE DELICATE STATE OF THE LADYBUG TURNED ON ITS BACK— BETWEEN MOTION AND STILLNESS. AS THE LOCK CLOSES, IT FINDS ITS EQUILIBRIUM, JUST AS THE LADYBUG DOES WHEN IT RETURNS TO ITS NATURAL FORM. IN THIS GESTURE, THE NECKLACE ACHIEVES BOTH HARMONY AND STABILITY, RESTING SECURELY AND GRACEFULLY UPON THE NECK.



The lock embodies both function and beauty, merging effortlessly into the rhythm of the necklace. It unites each element, completing the design's graceful harmony. Yet, it remains a piece of its own—designed to stand alone as a pendant, carrying within it the essence of the entire creation.



