

# Wong makes jewelry just right

By Blair Eberhardt-Ladd

Local jewelry designer, Tuyet Wong of Tuyet Designs in Radnor, knows she has what it takes to succeed. Her one-of-a-kind jewelry designs have women all over the area realizing how important it is to be unique. "This is a competitive market; I'm constantly coming up with new ideas," Wong explained. "I don't want everyone to look the same, and people on the Main Line want to stand out, so I'm always reinventing my designs. People like my jewelry because the pieces are timeless, but classic and elegant. I do a lot of limited edition pieces where I'll only make three or so of the same item. It's part of the business to try to make everyone happy."

Tuyet Designs was officially started in 2002, although Wong has been making her own jewelry

for years. "My mom has always loved jewelry; I grew up with it. In my 20s I started making pieces here and there. Years later, after 9/11, I was making flag pins for my child's school and they sold out. Then I was asked to make necklaces for a plant sale and they sold out. I realized I could do this, a friend told me to go for it and start my own business and here I am."

Wong is a registered nurse, but left the field she loves to raise her two children. "Now I can make my own hours and still raise my children," Wong said. "I miss nursing, but sometimes I realize that I'm still helping people feel better."

She must be. Tuyet Designs has been growing by word of mouth alone, and it continues to expand. "I work on my own now, but down the line I may need an assistant," Wong said of her

growing business. "I will always design and make the pieces because I want to be hands-on. My clients like that and it makes me happy to make them happy. They have been wonderful; enthusiastically supportive. Without them, I would not be where I am today."

The connection between Wong and her clients goes further than the traditional jeweler. Many of her clients bring their clothing to her home so that she can create jewelry to match. If clients aren't sure exactly what they are looking for, they can browse finished pieces, or they can take a trip downstairs to her studio and look through her immense collection of semiprecious stones and freshwater pearls to hand pick what they want.

And the selection her clients have to choose from is far from ordinary. "I travel all over the world to find really interesting pieces," Wong said. "I just got back from Hong Kong and I'll be heading to Singapore soon. I hand pick every thing myself so I can get the best for my clients."

It seems her hard work is paying off. "I have been such a fan of Tuyet for years," said Kelly Molitor of Radnor. "Her jewelry is so distinctive and striking. People notice when I'm wearing one of her pieces. Some ask, 'Is that a Tuyet?' Her jewelry becomes the centerpiece of whatever outfit I'm wearing."

Wong is striving to one day see her jewelry designs in Neiman Marcus, Barneys New York and Saks Fifth Avenue.

Until then, she is happy with the way things are going. "Some days I can't wait to wake up and get working," she said. "When I'm in my studio, I'm like a kid in a candy store. I just love it. This whole thing has been a labor of love for me since day one."



Main Line Life photo — BLAIR EBERHARDT-LADD

Tuyet Wong, of Tuyet Designs, stands in her showroom surrounded by the jewelry she designed and created.