



# Hoops Forever

By Smitha Sadanandan



**Hoops are having a moment although they've been around for thousands of years. This summer, jewelry designers have interpreted this much beloved accessory in thoroughly contemporary styles. So, we reached out to a few designers to discover more about their signature hoops.**

## LOLA FENHIRST:

Parisian designer Lola Oladunjoye of fine jewelry brand Lola Fenhirst offers two hoop styles in her collection – the Lola Hoop, a curved elliptical continuous hoop rendered in 14k gold with iterations available in rose and white gold. Lola's pentagonal earring style, a play on the hoop is made in 18k yellow gold and has a subtly beaded design. “The beads are a nod to the West African traditional use of beads as a system of currency and a symbol of wealth and fertility,” she adds. In the pentagonal hoop, Lola incorporates a touch of luxury by placing an almost hidden row of white diamonds along the interior rim.

## LORRAINE WEST:

Brooklyn-based design Lorraine West is a fan of hoops. “My first pair of hoops was a 1.5inch domed pair from Mexico in sterling silver. I felt naked without my hoops. Sade Adu was my biggest inspiration when it came to wearing hoops as a teen,” says Lorraine, who makes her pieces in an array of metals such as gold, platinum, sterling silver, brass, copper. Her Abstract Palette hoop earrings were in the limelight, some months ago, when Beyoncé wore them in the video ‘Black Is King.’ Lorraine’s mission now is to push the creative envelope with form and function. “We want our hoops to be a part of one’s narrative, be the daily go to for everyone that purchases a pair or more from us. In our designs, we love to abstract shapes to tell a story,” she adds.

## SHIHARA:

Tokyo jeweler Yuta Ishihara is noted for minimal pieces that integrate clasps within the design. Shihara's signature Coil earrings and One-Stone Hoop that can easily become a jewelry staple. For his Coil hoops, Yuta uses the natural spring-like movement of the metal that allows the coil to stay on without the use of a catch. It also allows for the earring to be worn in many different ways. “For both styles the natural tension and spring-like quality of the metal allows for the clasp-less design of the Coil earrings and the hidden clasp on the One-Stone Hoop earring,” he adds.



## ONDYN:

Founder of fine jewelry brand Ondyn, Tara Maria Famiglietti draws inspiration from movement and shape for her creations. “I think hoops should always have a simplicity to them. I love them bold, sleek and sparkling,” says the New York city-based designer. The large Continuum Hoops from her core collection is designed with gradually sized diamonds that jut out from the lobe and trail with an articulated slight curl in motion, almost like the end of a shooting star.



## Klaudyna Rzad:

London-based Klaudyna Rzad loves to work with Italian gold. Her pieces for her namesake line feature gold beads transformed into minimal and easy-to-wear jewelry. “Each bead is diamond cut to achieve the lustrous effect. Between the rigid, sharp edges and reflective surface of gold, the light creates the impression of movement. Using the natural qualities of the metal and play of light has allowed me to create a very distinct and curious hoop design for the Arresting collection,” shares Klaudyna.

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