

anoush waddington

DESIGNER AND JEWELLER

Brought up in Brazil, Anoush started her artistic career within the music industry, writing and composing songs and performing a wide range of popular music, including a number 1 hit record.

She left Brazil in 1990 to emigrate to the UK in order to pursue her artistic ambitions. While living in London, she began modelling and then worked within the animation industry.

By 1995 she had started her own design business, creating unique wearable sculptural works and fashion accessories, staging a number of fashion events in the West End of London.

In order to enhance her career as a designer she enrolled into an honours degree course for Design, Metalwork and Jewellery. The course proved to be a tumultuous event with a dramatic clash of styles between Anoush & the college, however Anoush demonstrated her determination and talent, graduating with an outstanding collection of jewellery in 2000.

Subsequent to her graduation, Anoush has won awards, exhibited and sold her work across Europe, into Japan and the United States. She has developed a range of contemporary jewellery that is highly recognisable and collected across the globe.

As well as her work in jewellery, Anoush is exploring fashion accessories, millinery and has recently branched out into large scale projects, winning commissions for a number of public works.

The core of Anoush's success is her focus on design, her experience as a model and in animation has given her an acute awareness of the body and movement, which she combines with an instinctive sense of proportion, line and colour. Her style is distinct and memorable, however she is also capable of working to a specific brief to create work on any scale, from a diamond engagement ring to the gates of a country park!

The future development of Anoush's business has three primary directions. Her central focus is the development of her couture jewellery into the international fashion market, extending her influence in the UK, Europe and USA to a global audience. Supporting this is the development of her precious metal jewellery range, a unique collection that targets the more traditional jewellery market. Finally, she will continue to develop the sculptural, architectural and interior design projects as an opportunity to express her unique style on a larger scale.

