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5 minutes with... GINA STEWART COX



GINA DISCUSSES HER WORK IN THAILAND WITH THE ELEPHANT CONSERVATION NETWORK AND HER COMPANY **GSC**

Creative journey

I've always been passionate about design; I loved studying art at school and went on to achieve a first class BA (hons) degree in fashion & textile design. This led to working alongside top designer Betty Jackson, who then inspired me to look into creating my own range. I love making jewellery as I enjoy the patience required to work with intricate detail. My favourite part is the design process, trying to create innovative styles that fit into the current trends.



Globetrotter

I have always been passionate about travelling, and so a lot of my inspiration comes from the countries I visit. I love finding places with lively atmospheres and vibrant surroundings. This can be seen in the bright colour palette used throughout my collections. I never really search for inspiration, I stumble across it as I walk through markets or experience exotic nature.



Eclectic culture

Informal research, while travelling through the southern hemisphere and living in Europe, gave me a great cultural experience on which to base my design concepts. It also allowed my magpie nature to retrieve interesting pieces from various countries and cultures to add to the creative mix. I have incorporated the best of global influences, sourcing materials from around the world, and added a gentle English twist.

Never forget

Elephants are such beautiful animals, so it is extremely sad that they are becoming endangered. At GSc we work with the Elephant Conservation Network to provide villagers with alternative employment, instead of growing sugar cane. Farming sugar cane is a hard process; the villagers have to travel long distances and work long hours preparing the land, sowing the seeds and harvesting the crop. But elephants love the taste of sugar and, as the area of jungle decreases, they seek to raid cane fields. This results in human/elephant conflict. GSc provides a different means of income for these people and less danger to the elephants.

Work space

We've created a manufacturing hub in Thailand where villagers can work. It took us two years to forge relationships and train them to standards of gSc's optimum quality. Everyone has been extremely welcoming, friendly, eager to learn and be part of our team. There has been lots of sign language, and laughing, but we have got there in the end. We now see the rewards of our time and effort invested; the villagers can make the jewellery to an extremely high standard and can work in the gSc studio, close to their homes, even whilst looking after children.

Only the best

I work with precious metals as I feel that they give the pieces much more value and longevity. The use of cord in my past collections shows how I love to mix the silver or gold with colourful materials, to make each individual piece exciting.



"We work with the Elephant Conservation Network to provide villagers with alternative employment"

Contacts Book

Find out more at www.ginastewartcox.com