SHE IS LOVE

Pamela Love wins over Topshop with her tough, romantic jewelry.

Securing a Topshop collaboration signals a young designer is a hot property. And jewelry designer and 2010 CFDA/*Vogue* Fashion Fund finalist Pamela Love is next in line. "It evokes the spirit of America," she says of her inaugural retail partnership. "I'm their first designer from the States, so I felt it was important to represent that." Native and South American–style body adornments with an urban downtown feel (like her trademark Talon cuff) constitute a niche Love's owned since starting out in 2007. But overlapping themes aside, this is no shortcut to cut-price repeats.

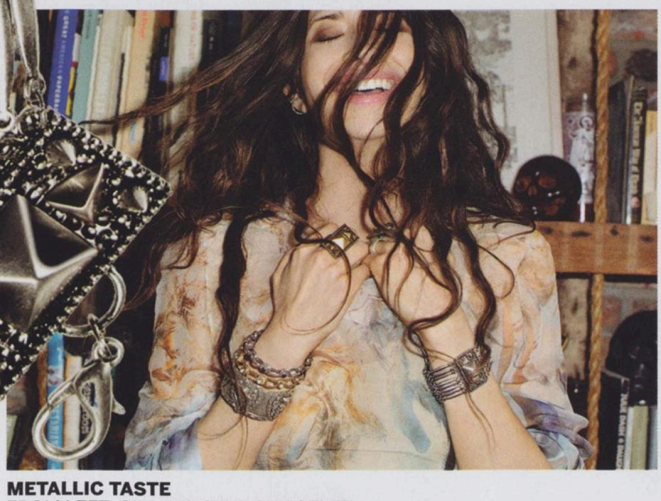
"These are pieces I haven't had time to create before now," the Florida-born designer says enthusiastically of the five-part series dropping in stores this month. First up is baroque-style Hearts and Arrows, with antique-finish pewter motifs. "It's softer," muses Love. "When have you seen me use hearts before? But it works." Even more captivating is Dreamcatcher, where linked brass-plated medicine wheels furnished with blush-tone plumage reflect souvenirs from sojourns to New Mexico decorating her Brooklyn apartment.

It helped, with just six months to execute the collection (while producing pre-fall and designing fall 2011), that she was a Topshop devotee: "I always shop there; they're so in touch with what's in fashion." And the feeling is mutual: "We've been fans of Pamela's for a while," says Topshop managing director Mary Homer. "It's important for us to support new talent" (a previous collaborator was Christopher Kane in 2009). Naturally, the British brand is where Love buys bohemian, seventies-style dresses like those that swooped along spring's runways and complement her beatnik bijoux. That effortless combination will no doubt be repeated on streets and blogs this summer.—E.A. *view >214*

DESERT FLOWER
PAMELA LOVE AT HOME, WEARING A D&G DRESS ($2,245; SELECT D&G BOUTIQUES) AND JEWELRY FROM HER TOPSHOP COLLECTION. TOP RIGHT: FEATHER DREAMCATCHER EARRINGS; TOPSHOP, NYC.



LOVELY BONES
LEFT: PAMELA LOVE FOR TOPSHOP DREAMCATCHER NECKLACE; TOPSHOP, NYC.



METALLIC TASTE
FROM LEFT: CHAIN & STUD BRACELET; TOPSHOP, NYC. THE DESIGNER, IN CHRISTIAN COTA, WEARS PIECES FROM THE COLLECTION.

KAVA GORNA. Sittings Editor: Anna Levak; hair, Marco Santini for TRESemmé; makeup, Benjamin Puckey at D+V Management for Chanel. Still lifes: LIAM GOODMAN (2). Details, see In This Issue.