

Untamed beauty

Wyld Box founder Rosanna Fiedler brings a bold, sculptural aesthetic to her stackable jewelry. **By Kate Matthams**

When Rosanna Fiedler was six, her parents gave her a set of silver bangles. Each year after that, she got a new pair, and she soon had a stack up her arm.

"I remember being completely fascinated by them – the sound, the movement, the feeling of wearing something so special," she remembers. "That was the beginning of my love affair with jewelry."

Today, she has her own jewelry brand, Wyld Box, and she's quietly building a dedicated following. I got a closer look this past March during the NouvelleBox trade show in Paris, where my eye was drawn to an engraved gold sunburst pendant with a geometric diamond, part of her Ray of Light line. Nearby, a ring and half-torque necklace, both scattered with mixed-cut diamonds, shared the same elongated curve of gold – the design signature of the Luna collection.

"I love the weight, the details and the strong presence," Fiedler says now about Ray of Light as she shows me the vintage cigarette case that inspired the sunburst jewelry. "These pieces really capture the essence of the brand."

Combining silver and gold as well as hard stones and gems creates an aesthetic that's confident and distinctive, and owes a lot to Fiedler's own sense of style: Her long blonde waves, wide-brimmed hats and fluid layers give Studio 54, with stacked hardware and – always – her jumbo Ray of Light ring.

"I always say I belonged in the '70s," she laughs. "It's about glamour, freedom of self-expression, dressing to make an impression." That energy is core to Wyld Box.

A woman of the world

Prior to launching her brand, Fiedler worked in fashion with the likes of Armani, J. Mendel, and Oscar de la Renta. She gathered a solid foundation in luxury and craftsmanship along the way,

as well as "an understanding of how women want to feel when they wear something special." She found herself gravitating toward the jewelry at trunk shows and started collecting vintage for its history, its symbolism, "and the idea that a piece would carry energy and live through different generations." Eventually she realized she'd rather create jewelry than style it.

Fiedler has a cosmopolitan background: "Being Italian gave me a deep appreciation for craftsmanship, beauty and timeless design. Growing up in Venezuela brought color, energy, confidence, and a fearless way of expressing myself through fashion. Living in the US taught me how to think globally, build a business, and merge creativity with ambition. Wyld Box is a combination of those worlds." ♦



Luna cuff with tiger's eye in 18-karat gold. Opposite: Luna rings with colorless and black diamonds on model.

IMAGES: WYLD BOX

From top:
Rosanna Fiedler;
Luna Mini ring
in 18-karat gold;
diamond-set
Luna hoops
and ear cuff
on model.



That gutsy approach has led to more than 20 international stores stocking her jewelry in the company’s two-and-a-half-year existence. Los Angeles, New York and Texas have been especially strong markets in the US, and new outlets in Paris and Monaco point to an increasing presence in Europe, which showed in the solid interest at NouvelleBox.

Mixed strategy

Currently, 70% of Fiedler’s business is wholesale and 30% direct-to-consumer, “because [wholesale is] what I did for 20 years, so it’s easy for me.” With a major new retail launch coming in September, her biggest challenge for now “is learning how to multiply myself.” Describing herself as a “salesperson at heart,” she’s keen to build the right business structure while keeping up a tangible personal connection with her customers.

In the face of elevated material costs, Fiedler has worked carefully to structure her collection at a range of price points, and has become known for mixed-metal jewelry. Luna was her debut line, and its addictively stackable rings, bangles and earrings lend themselves perfectly to sleek, unadorned silver and gold, though some also boast hard stones or diamond pavé. Mixing the warmth of gold with the strength of silver came naturally to her as a designer who eschews traditional jewelry styling lore. That instinct eventually became a brand signature.

The combination of silver and responsibly sourced natural diamonds is still an unusual one; standing out from a tray of rings, it feels bright and fresh. “Fine jewelry has long been associated with gold and classic rules of luxury, but women

are changing the conversation,” says the designer. “I see how clients respond to [silver with diamonds] during trunk shows; they’re excited by pieces that feel different and stand out.”

Wearing confidence

Fiedler is an instinctive businesswoman; once she’s sure of her decisions, she commits 110%. Her core customer is also confident and independent, and one of the things Fiedler has found exciting “is realizing that the customer is exactly who I imagine. She appreciates individuality and is drawn to pieces that feel personal rather than trend-driven.”

In the future, she envisions evolving Wyld Box into a lifestyle and jewelry house “recognized for its strong identity, sculptural designs and fearless point of view. I never want to lose the soul of the brand.”

At the trade show in March, a tray of Luna bangles caught my attention, and Fiedler stacked several up my arm: gold with tiger’s eye, silver with black and white diamond pavé, and gold with red jasper. Just like her six-year-old self, I could feel their weight, hear them move, admire their audacity. Fiedler smiled her approval.

“[Wyld Box] is about bold pieces, strong presence and the confidence to wear something purely because you love it,” she says. “For me, its about quality over quantity.”



IMAGES: WYLD BOX