

## retail talk

## Austin retail guide hot boutiques

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## Eliza Page

[www.elizapage.com](http://www.elizapage.com)

Showcasing the the work of more than 20 independent jewellery and accessory designers, Eliza Page is innovative and elegant.



Word spread quickly about owner Elizabeth Serrato's tasteful outpost of expertly edited, glimmering jewels. Opened only a few months ago, this elegantly spare space is home to more than **20 different independent jewellery and accessory designers**, featuring some of Austin's most innovative artists.

"We stock **both timeless and cutting-edge designs**, from casual and fun to chic and glamorous," says Serrato. The gallery-like shop was designed by Kevin Gallagher along with Dick Clark Architecture (both locals) and thoughtfully positions **pieces to be viewed and**

**handled at eye level.**

"We wanted the experience to be effortless," says Serrato. In showing jewellery and accessories exclusively, the store, located in the rapidly developing Second Street district in downtown Austin, functions as **a complement to other fashion venues in the city.**

Notable local designers stocked include **Metalsgirl** (sterling and coloured resin pieces) and **Mark Joiner** (fused glass and mod-inspired belt buckles), both Austin-based.

There are also colourful ethnic-influenced pieces by **Wendy Mink** and delicate, hand-cut gems with an organic spin by **Small Things Designs.**



"For spring, I'm especially excited about jewellery that features

**combinations of unexpected materials**, such as lucite, lace, crochet, rope, resin, ribbon, leather, and silks," says Serrato.

"We'll also be carrying more timeless pieces, including an amazingly beautiful, natural-coloured **diamond line by Austin's Dean Fredrick**, and sweet, charm and pendant jewellery from **St. Kilda Jewelry** and **Mine Jewelry**, both based in New York."

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