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Malaysia



Perfect Matches

WINNING WINES AND CUISINE AT THE PRESTIGE WINE DINNER

Wonderful Tonight

STEP OUT IN STYLE THIS VALENTINE'S DAY

NOT JUST AN ACT

THE LOVES OF MAYA KARIN

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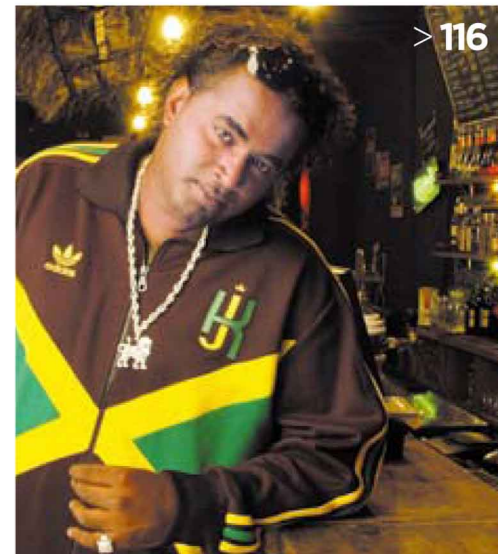
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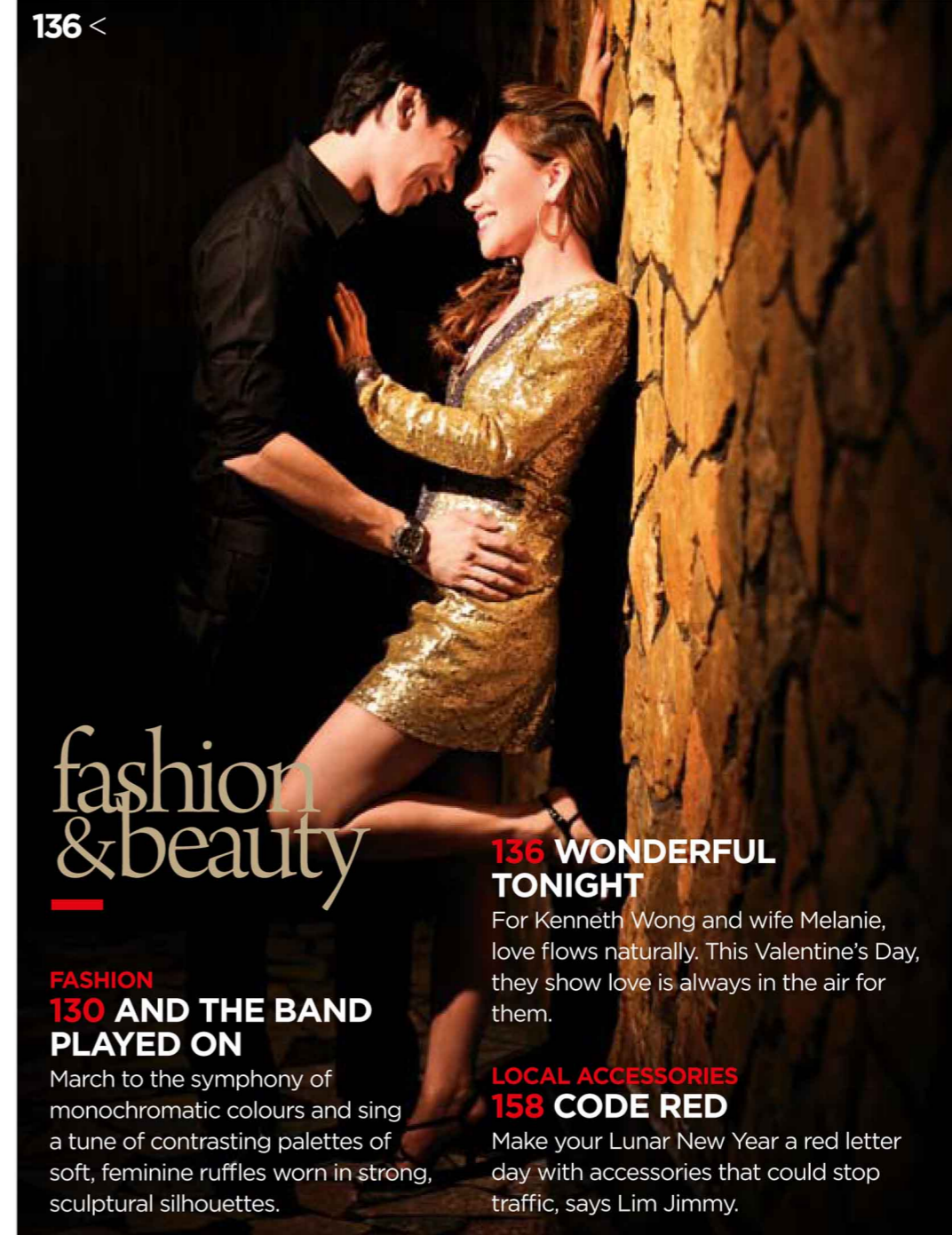
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Adorned inamorata

NADINE FERNANDEZ FALLS IN LOVE WITH THE QUIRKY AND ECCENTRIC CHARACTER THAT IS POESY LIANG OF POEZ JEWELLERS.

Walking into her home cum art studio, one would definitely get a sense that the principal of POEZ Jewellers is truly a treasure of a personality. Dare I say it ... a Baroque Pearl! Poesy Liang (her first name means 'poem') essentially runs the whole business from the designing to the managing of her employees and is at the frontline with regard to customers.

Eager to scrape the surface, I immediately jumped into what got Liang started in the business. "From very early on I never enjoyed wearing costume jewellery because I would grow tired of them sooner or later before losing them. As I have specific taste with regard to my accessories it was difficult finding new things to buy for myself. This was about the time I was hit by a bright-spark and decided to start designing my own jewellery!"

"Gradually, I started collecting precious gemstones which became a passion the older I got." Thinking that was really easy

and clever, Liang then explained that there was another reason for her decision to get into the business and one not quite so humorous.

"I have very serious health issues to consider as well. Having been paralysed twice (once as a teenager and again a few years ago) due to tumours in my spine, I needed to morph my designing career into one where a possible lifestyle in a wheelchair will not hinder its progression."

Having realized that I was in the presence of a fighter, I needed to know what pushed her to maintain such a realistically positive outlook on life.

"My life has not been short of drama, but I learnt to develop grace amidst adversities and to share, to love courageously and to be a faithful student of life's universities and apply all that I have learnt generously. I could go on and on with my ideas about how to lead life but I am no guru - it is probably more sensible to point to age-old adages that I subscribe to. Heard of the Desiderata?" she replied with a smile.

I realized that there was no actual boutique for this exclusive brand of trinkets. How does one view her jewellery much less make a purchase?

With careful consideration, Liang explains that she actually sets up private meets and viewings through appointments be it within or outside the country. "The collections travel with me to many countries while I visit for other work purposes."

"Currently I am considering placing the brand with selected retailers in international points strategic to the business," she discloses.

With no intention of making POEZ a commercialised name, Liang has been very

careful with regard to its branding, making sure not too much is compromised and that she is happy with the image projected. "All I want is a quiet reputation" she says.

As her signature earrings feature a pair of heart shaped ruby red garnets held in a swirly gold embrace (of course, with Valentine's Day nearly upon us), I pondered out loud if romance lived in the designer's heart.

She coyly responds, "I am afraid so. As much as I'd like to portray a woman who is practical, the artistic muse within me simply would not allow me ignorance toward the romantic side of life."

Further elaborating that love is not all about the fancy fluff, Liang adds "I believe that one must romance oneself first to truly appreciate and recognize when another romantic/great romance comes along."

Prying into Liang's ideas of romance, I asked what she thought someone shopping for a loved one should look out for.

She said thoughtfully, "Everything we get for our loved ones has to come from the heart. One can turn a simple thing into a meaningful gift by attaching a certain memory that was shared together making it precious."

Wanting to know how POEZ Jewellers could help with this, Liang responded quickly saying "Creating the ultimate romantic surprise can be inconvenient. Due to that, I try to make it as convenient as possible by narrowing down the choices through an analysis. If we (the customer and I) find that jewellery is not the best option, I will be more than happy to throw in shopping tips by sharing what I know so that the client will achieve their goal in doing something romantic for their loved one."

"The collection is constantly expanding especially whenever I am ready to invest on new materials or whenever I get an inspiration that is suitable for immediate production. I do follow rising demands and tune into what the collectors are keen on. The pieces come in very beautiful boxes and elegant stationery to match. All of which were designed by me. Some of the pieces also come with a poem to support the story/meaning of how I created them" said Liang about her latest range.

Liang expresses her hopes and intentions for POEZ Jewellers in 2009 and onward, saying "Perhaps for 2009, it would be a good idea to introduce myself on a more personal level in the cities closer to home."

"I will also ensure that POEZ Jewellers continues to grow its intellectual property and rights to all the designed creations. Apart from that, I have sold pieces to collectors from random parts of the world and plan to continue doing so.

"Looking abroad, when the financial markets are less volatile and ambiguous, I hope to create brand presence in various European cities, the United States and Japan," she concludes.

