

## TOP SHOP

# Jewellery shops cater to fine and funky

Made You Look stores shine as mirror images with their distinctively different personalities

DERICK CHETTY  
STAR STYLIST

"Diamonds and gold over there and fabric and plastic over here," says Sarah Hamel.

The 30-year-old entrepreneur was referring to the difference between her two jewellery shops, Made You Look, located directly across from each other on Queen St. W. in Parkdale.

The older location on the north side of the street specializes in precious stones and metal. "It's high end — refined, timeless and sophisticated — but still unique and one-of-a-kind pieces," she says.

The store operates as both a jewellery studio that rents out working space to local designers and as a retail gallery selling unusual and one-of-a-kind locally made jewellery. Some of their most popular items are custom-made wedding bands.

But for those looking for jewellery with a quirky fashion twist, a fun factor or simply a conversation piece, head to the south side of the street.

As Hamel puts it, "Fierce jewellery. We push the boundaries as to what is jewellery."

Opened last fall, this second Made You Look location offers costume jewellery from over 100 Toronto designers. And the cornucopia of materials used is astounding.

Bits of broken china plates fashioned into earrings, (\$95). Mighty looking cuffs made from chunky clay, (\$89). Vintage silk scarves are wisted and beaded into colourful loral pins, (\$40).

Even the most finicky fashionista would be able to find something in



KEITH BEATY / TORONTO STAR

Quirky, fun and conversational, the jewellery in Sarah Hamel's south Queen St. W. store Made You Look contrasts with sister shop across the street.

lovers and the eco-conscious might be drawn to necklaces made from bits of twigs from High Park or bracelets made from pebbles.

Eco-friendly material makes for good necklaces, too, as evidenced by the wafer-thin disks made from recycled ribbon ends.

Other pieces incorporate tiny toys to bring out the playful kid within.

rings with little human figures — the highly detailed kind you find with model train sets — dangling like charms. Big boys will love the silver cufflinks made from a mold of plastic soldier figurines found in a military toy set.

There's even a cautionary tale to the over-extended shopper; a necklace made from cut-up credit cards.

ed space at the back of the shop give customers a better appreciation for handmade goods when they see and hear the sounds of the designers at work, says Hamel.

"Some customers develop a relationship with a jeweller and their work, just like a hairdresser," she says.

And Hamel stresses that most of

ellery makers, making their living from their work.

"And we just embellish our stock in the store with others who just have a wacky idea."

It's like having your pick from two kinds jewel boxes — one fine and the other funky.

• Made You Look, 1338 Queen St. W. (north side); 1273 Queen St. W.