

cygnus  
JEWELRY DESIGN

MAY 2007

# MODERN

JEWELER

PART 1 OF 2

*Rose Cuts*

SECRETS OF  
ETERNITY

NEW  
MEDALLION  
EARRINGS

Diamonds & Design

## STYLE PROFILE

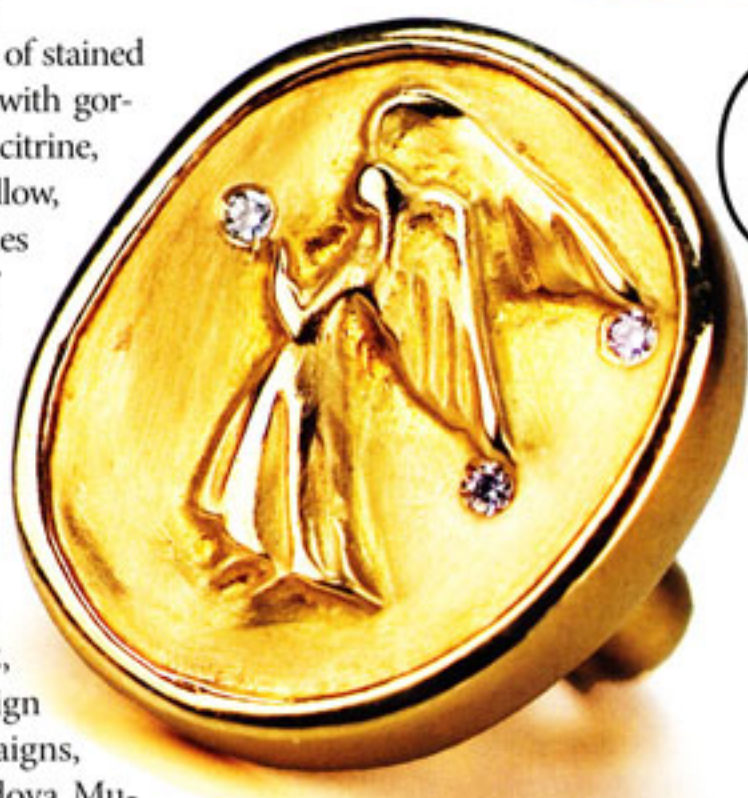
If there seems something a bit gothic and medieval about Betty Lou Moscot's 18k gold and diamond jewelry line, Blu, you'd know your art history. Although trained in graphic design and an art director with a fine arts degree from Boston University, Moscot is inspired by gothic cathedrals.

Hands down favorite among her pieces is her celestial cuffs. The design is simple yet complex, at one moment appearing like a gothic cross, another a stained glass window or some other gothic flourish. "There is just something about these cuffs," says Moscot. "I could wear one every day. Maybe it's how the shape resembles a star, or even how the hammered finish reflects the light. Customers tend to gravitate to the celestial collection and end up falling in love with another motif in the collection."

"The cocktail rings remind me of stained glass windows—the star pattern with gorgeous micro-pavé diamonds, and citrine, kunzite, and topaz. I use white, yellow, and green golds and precious stones in my collection to capture effects." Her satin and hammered finishes add to the old world effect.

Perhaps the versatility consumers find in her collection, which retails from \$1,800 to \$18,000, has to do with Moscot herself. In addition to launching her own jewelry line in 2002, Moscot has created graphic design for corporate advertising campaigns, was art director of the D. Cordova Museum in Boston, designed high-end occasion cakes, and invented a patented child support system. She even published a cookbook, *Gourmette*. Ironically, at this year's Academy Awards, Food Channel chef turned talk show host Rachael Ray donned Moscot's jewelry. — Staci Kline

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# American Gothic