

MAD LOVE MANIFESTO

'Love is everything we said it wasn't' – Charles Bukowski

Mad Love is a collection of rings for lovers.

These rings are made for enduring. The designs are intentionally stripped back. I intended to reflect those feelings that I associate with deep, emotional connection – strength, power and sensuality.

These are rings with which to make a pact, a promise with your lover(s), in whichever form you so desire.

I find love, as a general concept, a personal challenge. As a word it is forever overused and misused. As a concept, perhaps the same.

My thinking around this collection was to challenge the concept of LOVE as a moral or traditional value, and consider it in our contemporary context.

How do we define a new love, for a modern lover?

Love beyond duality. Love that is not binary. Love that includes freedom, complexity, intimacy, gender fluidity, sensuality, desire and secrets. Love that makes a long-awaited break from Romanticism.

There is diversity in modern commitment that constantly (and vitally) challenges tradition.

Love is fire and thrill and pain and pleasure. Love is a racing pulse, a beating heart. It rages, it burns. It does not look like a fairy tale. It meanders, it fluctuates, it is enigmatic. It reveals itself in forever unexpected ways.

In a time in which touch is a luxury, love in its myriad forms becomes an essential.

Mad Love has not been designed for a specific gender, or for any particular type of relationship arrangement. I will be delighted for people to use these pieces as engagement rings, but equally this is not the only way to show a lasting commitment.

Seal your pact with gold, whatever form it may take.