

Be a SHY GIRL

SHY CREATION HELPS ACCENTUATE YOUR INNER BEAUTY AND STYLE

When asked what she thinks are the three most essential pieces of jewelry in any woman's wardrobe, Shy Creation's creative director Kathy Dayan responds: "Only three? Impossible! There is no way I could narrow it down to only three." Her response reflects the guiding principle behind this family-run studio based in L.A.: to constantly refresh the collections to reflect current fashion.

Shy Dayan started the business after being inspired while working a summer job for a jewelry manufacturer when he was 16 years old. "I Loved learning about the work that goes behind a design and explored various manufacturing techniques used for different kinds of designs. I envisioned myself succeeding in this industry, so I decided to open my own jewelry company, first selling small gold studs, and then men's bracelets. I began studying diamonds and incorporating them into my work, designing my first bridal ring. Ten years in, I recruited my younger brother David. He is the most charismatic and creative individual I know, and I needed a person like him to be a vital part of the business. As it grew we recruited various family members, and now, over 25 years later, it has developed into this beautiful entity I get to call my business."

"WE WANT TO
ENCOURAGE THE
MODERN WOMAN TO BE
HERSELF, LOVE HERSELF,
AND EXPRESS HERSELF."



Gold and diamond jewelry from the Kate collection in white, yellow, and rose gold.





Gold and diamond jewelry from the Kate collection.

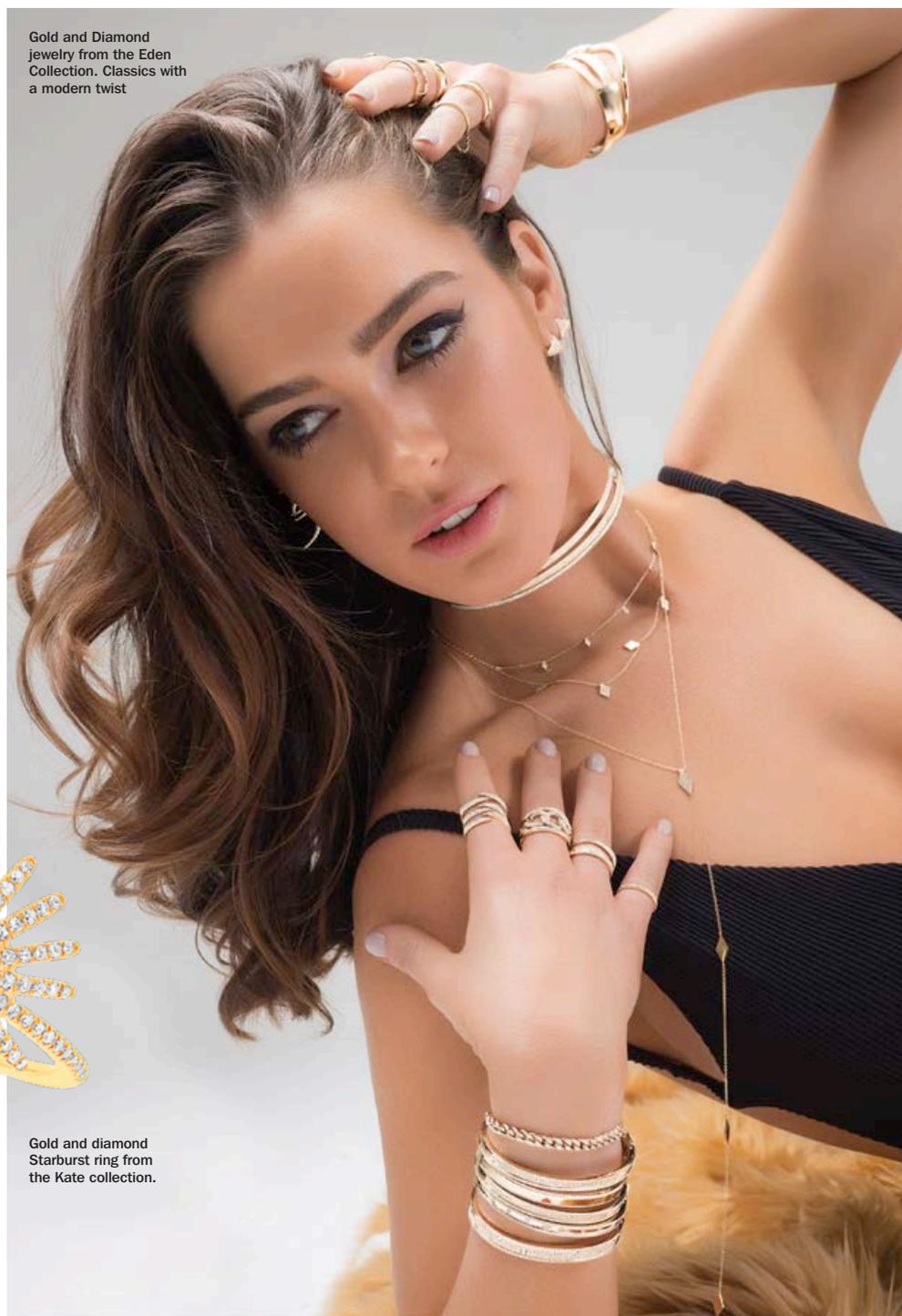
From the beginning, the company was creating very high end statement pieces, including diamond jewelry rings with 5 to 10-carat center stones, and necklaces with up to 50 total carats of diamonds. Soon, the brothers were joined in the business by their sister, Kathy, who designed the Kate collection with the modern woman in mind. “My sister IS the modern woman — strong and independent, but still unwaveringly feminine,” says David. “Our designs are made with this type of woman in mind — woman who are proud to be themselves, who work hard and look good.” The Kate collection best reflects their credo to create jewelry that can speak to a younger generation, that can be self purchased, and could be worn to a gala, or just as easily, to a dinner party with friends, or to the beach. The pieces can be worn singular or together with others in the collection. “Our jewelry is made for you to build a beautiful collection of pieces,” says Kathy. “Every piece is designed to be layered and styled to accentuate your beauty, as a form of self expression.”

The Kate collection was an instant hit, which David attributes to its versatility. “It’s a collection that speaks to woman of all ages, demographics, backgrounds..and that’s because it speaks to the true woman’s identity, to her values of beauty, quality, and self expression.”

This year, they created their one-thousandth new style, the Lady Starburst ring, with rays of pavé diamonds emanating out of a central diamond in a way that wraps perfectly around the finger. It reflects their dedication to appeal to a growing desire among millennials to wear jewelry that is stylish enough for special occasions, but also for everyday wear — and that means it is made to last. “We use Shy’s manufacturing genius, paired with Kate’s aesthetic, to create fine diamond jewelry made with the highest standards of quality,” says David. “We use only the most precious metals and gemstones, diamonds, and semi-precious stones in our designs.”



Gold and Diamond jewelry from the Eden Collection. Classics with a modern twist



Gold and diamond Starburst ring from the Kate collection.