

By Sarah Yates

One size *does not* fit all

Petite and plus-sized jewellery is gaining a broader market

Blame artist Leonardo de Vinci for initiating the notion of an ideal body form. In reality, people come in *different sizes* – some have thick fingers, while others have long necks or petite bodies. These differences create challenges when it comes to finding jewellery that fits. And as the population ages and becomes more culturally diverse, the idea of an “average” size becomes more remote.

Television personality Terri Michael knows the problem well. She never was the right fit for any of the commercial jewellery she wanted to buy. She started designing and making her own pieces when, “I was fed up with going into a jewellery store and trying on something that I loved, only to find that it was much too big for me,” she explains. Terri wears a size-two pinkie ring and her slender neck needs shorter chains.

As Terri and others have recognized, we aren’t all similarly proportioned. Making jewellery that reflects this reality is an important customer service consideration.