

## THE METAMORPHOSIS OF JUSTIN GIUNTA

BY ABIOLA FASEHUN

Giunta's eclectic pieces are indeed a sign of changing times: paradoxical statement pieces that take on what is both beautiful and calamitous in our world. His jewelry defies the status quo and challenges outdated notions of women's design through a patchwork of rare and stunning materials. This summer Giunta's jewelry, along with other CFDA newbies will be available at Elie Tahari's East Hampton shop. With his 2009 CFDA Swarovski Award, successful Target Line, and A-listers sporting his Subversive creations, Giunta is transforming himself from being a fashion insider's dream to a household name. We caught up to the latest member of design royalty to let you in on the inner workings of this graceful transformer.

*How did you know at such an early age that art would be your calling?*

I have always aspired to paint like a master—but then I learned about modern masters and decided I would rather be one of those.

*The name of your jewelry line is anything but random. Can you explain the significance of the name?*

Subversive is very much a call to rethink what you know or understand, and as an artist I rethink what I do all the time.

*Designing for Target has exposed your line to a more mainstream demographic. Does the design process change when designing pieces that range from \$14.99 to \$2000?*

The concept is very much from the same place. It offers a unique perspective on how you look at the world around you – down to your jewelry.

*In this economic downturn and somber penny pinching how do you keep your design spirits up while the world seems to be spiraling out of control?*

I am very much in the world, and responding to it as it comes. Responding with creativity is a natural response I count on at these times.

*You were nominated in the past and this year you won every designers dream: a CFDA award. How did that event change your life?*

It has been such an honor to be recognized by the design industry in this way! It is really great that Swarovski and the CFDA make such a commitment to emerging designers; it is truly the lifeblood of the industry.

*Your signature look is unique and fresh. It is both playful and vulnerable with a streak of confidence. At any point, does your signature look influence your designs?*

My design is an organic process of composing the world around me. If these are my signatures, it is because they automatically come through in my design process.

*You've been photographed often wearing your pieces. Do you have any advice for the male reader who wants to pull off the Subversive look?*

Yes, chances are you are probably already wearing jewelry and don't know it, you're just calling it something else. The first step is realizing it, then you can embrace how great wearing the right jewelry looks and feels.

*Design gives you the opportunity to travel, explore, and transform the world. What places do you find provide you with inspiration?*

I have tapped into the inspirations of Morocco, Brazil, and France, and I have to admit I am looking for new inspirations in unexplored destinations!

*What do you love most about the Hamptons?*

The sculpted hedges!

*Where in the Hamptons could one bump into Justin Giunta? What is your favorite restaurant, beach, and lounge?*

I will be hanging out at the Elie Tahari shop in East Hampton on July 19th! As part of Council of Fashion Designers of America, and in the spirit of designers binding together, Elie Tahari has generously offered his boutique to US-based jewelry designers to showcase their work. Subversive Jewelry designs will be presented for sale from July 15 through July 29. I enjoy the opportunity to meet the women who wear my work!



PHOTOGRAPHED BY BRYAN GERSKY IN SUBVERSIVE JEWELRY'S OFFICE. JUSTIN GIUNTA IS WEARING A NECKLACE OF HIS OWN DESIGN.