

easy elegance
Casual doesn't mean cutesy—not when it comes to turquoise jasper. In fact, these sleek, blue stones are known for their easy transition from ruggedly casual to artistically sophisticated. The versatility of this necklace is part of its unique appeal.



native niche
Sometimes it's as simple as picking the perfect pendant. Case in point? This bold swirl design. It gives an ethnic edge to our basic necklace. The look is echoed in a pair of geometric earrings. So Southwest!



Get Ready to Immerse Yourself in the SPIRIT of the SOUTHWEST

Earthy metals, mountains of turquoise jasper and subtle, yet colorful, accents!

strike a match
Ready, set...craft! Getting carried away with your hip designs? We don't blame you a bit! That's why we carry everything you'll need to match your necklace...to your earrings...to your bracelet!



desert flower
Femininity is the focus of this dainty turquoise bracelet. It features copper-colored findings, delicate bead chips, and a sweet antique-style bloom. And it celebrates a softer side of bold, Southwest design.





west is best ^
And Southwest is even better, baby! Mix traditional style—think gleaming silver chains, earthy leather cording and freestyle feathers—with unexpected elements, like this whimsical wing charm.



clip quip ^
Care to concho? Link these quintessential Southwest fashion staples with rugged leather cording. Then, add headpins stacked with turquoise chips before hot gluing to a ready-to-embellish hair clip.



Tip: We recommend heavy-duty beading wire for stringing the majority of these Southwest-style projects. Large quantities of earthy beads, stones and findings can snap lightweight cording.

bead bliss ~
Romance and drama are always in style! Get both with strand after strand of earthy beads. We mixed classic turquoise colors with shiny silver (including an ornate cross pendant), bold white stone and edgy hematite. It's a definite case of "more is more."



ear and there ~
Silver suits turquoise. . . that's easy to see! Invent new ways to play with this classic pairing. We changed things up by clipping the loops off of a pair of silver cross charms and gluing the charms to simulated turquoise beads.



hats off
Tiny beads and shiny gems give this girly filigree its flashy, Southwest-style appeal. But we couldn't stop there! We added some feathers and a clip-equipped pin back. Now it's fit for a fedora. . . or in this case, a chic cowboy hat.

fresh feathers »
Want to give a little nod to the native origins of this hip, turquoise trend? We suggest some thoughtfully placed feathers. For example, this sophisticated bracelet features a pair of simple, feather-shaped charms in a variety of finishes.

