

Celebrating childhood with a story

First-time JWNZ Trade Fair exhibitor Miranda Simmons, owner/director of the Maraetai Beach, Auckland - based children's jewellery brand *Bo + Bala*, loves her collections and is excited about introducing the brand to the trade.



Originally founded three years ago by two mothers who had backgrounds in jewellery/graphic design, *Bo + Bala*, which means 'To Live Young', is a brand promoted as "fostering big dreams, promoting positive energy and embodying the whimsical and free-spirited nature of childhood."

"My husband Brett and I bought the business a year ago," said Miranda. "I was working full time in a marketing role, but my hours were long, I didn't like working in the city and the job wasn't creative enough."

"When we saw the advertisement for the business, it felt just right. I have always been passionate about good quality children's jewellery. Also, my mother had always encouraged me to wear good quality jewellery. I purchased the business in her memory."

Miranda's love of jewellery began at an early age when she coveted her mother's collection, carefully hidden away in a jewellery box.

"My mother used to call me a little magpie and now my nine-year-old daughter Mia is showing an interest in the business, contributing design ideas and assisting me in the wrapping of orders when she comes

home from school."

Each piece of *Bo + Bala* jewellery is designed in house by graphic designer Andrea Matson and is made from high-quality nickel free, sterling silver 925. Collections include *Baby Bo*, for the littlest ones; *Mini + Me*, matching mums and daughters; *Tweens*, for 9-12 year-olds who don't just want flowers and hearts, but something more grown-up, but as far as their mothers are concerned, not too grown-up and *Life Symbols*, love, wish, luck, peace etc.

The jewellery also comes with a story and a special attribute card, empowering the wearer and sending positive messages their way. Such as *Worry Doll*: Be a Warrior, Not a Worrier; *Beauty*: Believe you are beautiful and *Wish upon a star*: May all your wishes come true.

"I love the business," said Miranda. "And I'm pleased at what we have achieved. That we were confident enough to do it. We stand behind the quality of our jewellery and know you will love it as much as we have loved creating it."

- www.boandbala.com

