

Laguna Beach Independent

BUSINESS OF THE WEEK

EXAMPLE & OPTIONS

PRINT FEATURE STORY

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BUSINESS OF THE WEEK

Gorjana: Pure Gold

MODERN-DAY STYLE

Jason says the Laguna store was a way of “testing retail”—and, apparently, the experiment worked. In only two years, Gorjana has seen incredible growth, adding six more brick-and-mortar shops since the Beach Street location opened its doors: Along with two in New York City, in the fashion-forward West Village and trendy Nolita, the brand has launched four new California stores, in Venice, San Diego, Irvine and nearby Newport Beach. Another in Century City is planned for later this year. “The Laguna store has done fantastic, and so much of that store’s success

is really less driven on tourism and more driven [by] ... all the people in the community,” Jason says.



PRICELESS PIECES

Celebrate the second anniversary of the original Gorjana store in Laguna Beach by picking up a few of the brand’s latest items.

Despite all of the success they have found since their early days traveling door-to-door, Gorjana says that she is still very hands-on in the creation process, noting that she works on one piece or another nearly every day. “I have a design team that works with me, but I approve every single product,” she says.

“There are times where things come in and they’re not right, and I will hand-make or fix it, wire up the jewelry or add gemstones to it—whatever little tweaks that we need to make it.

perfect.” Gorjana’s versatile collections are designed to represent the California lifestyle in a variety of ways, from casual to elegant. Quality is never compromised, with each lustrous piece being plated in rich, 18-karat gold, rose gold or silver.

Layering is also at the forefront of her mind when designing, incorporating necklaces from chokers to long lariats. Another popular component is the use of what she calls “power gemstones”—semiprecious stones that reflect various energies, including pyrite for strength, lapis for wisdom and amethyst for tranquility.



While these can be customized by color or energy, take it a step further with the brand’s Bespoke collection of bracelets and necklaces, which include complimentary engraving for an extra personal touch and can be purchased both online or in-store.

It’s not easy to make a piece of jewelry look both timeless and modern, but that is exactly what Gorjana has done. She finds inspiration in everything from architecture to her own fashion.

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- 350 Words for Feature Article
 - Hi-Res Image
- Additional images for online

CONTENT IDEAS FOR “BUSINESS OF THE WEEK” INCLUDE

- Q&A (5 questions with “Business of the Week”)
 - Company Overview
- Seasonal Specials / Offers and Promotions

CATEGORIES*

- Dine • Shopping • Spa • Services • Art • Activities • Lodging

* Only one business per category will be featured each week

ALL ASSETS ARE DUE ON THE MONDAY OF THE WEEK YOUR PROFILE RUNS