

# PIPPA SMALL ROYAL JEWELRY— WITH HEART!

The ethical designer supports traditional artisans—and has found fans in both Meghan and Kate

by **MONIQUE JESSEN**

**P**ippa Small has been a pioneer of ethical jewelry—meaning her work follows transparent and responsible sourcing practices and uses sustainable materials like recycled metals and crystal quartz—for 25 years. But she says her message wouldn't have reached the masses without key ambassadors: the royals. In Canada in 2016, Princess Kate wore a pair of Small's earrings, and overnight sales soared. "It was one of those slightly life-changing moments," says the London-based designer, who works with local artisans in war-torn Afghanistan and Myanmar as well as refugees in Bolivia and Jordan. In 2018 she wrote to Meghan, Duchess of Sussex, to detail her outreach with nonprofits such as Turquoise Mountain, founded by Prince Charles. Since then, Meghan has worn Small's designs to Princess Eugenie's wedding and for her interview with Oprah Winfrey. The duchess "is bringing the concept of ethical jewelry to a different audience," says Small. "It's just fantastic."

### First Royal Wear

Kate's earrings were "inspired by the kite festivals in Afghanistan," says the jeweler, who was awarded an MBE by the Queen in 2013.



CLOCKWISE FROM BOTTOM LEFT: JANE BARLOW/GETTY IMAGES; TIM ROOKE/UTTERSTOCK; AMANDINE ALESSANDRA (2); CHRIS JACKSON/GETTY IMAGES; SAMIR HUSSEIN/WIREIMAGE; MAX MUMBY/GETTY IMAGES; AMANDINE ALESSANDRA (JEWELRY) COURTESY PIPPA SMALL (7)



### Champion of Style—and Sustainability

Small uses certified fairtrade, fairmined and recycled metals. **Right:** Meghan in Small's Peepal Leaf earrings in 2018.

### Most Recently Worn on Oprah!

"I can't think of anyone who has had such an impact in the field of ethical fashion as Meghan Markle—it's just fantastic," says Small.



### The Meghan Effect

Small says Meghan's choice of the "Colette" necklace for her March 2021 interview with Winfrey, which she previously wore on a 2018 royal tour with a stop in Tonga (right) held layers of meaning. "Aquamarine is a calming stone—the ancient Greeks believed it was a protective amulet," says the jeweler. "And I saw the three stones as the [Sussexes'] family unit." Sales of the \$2,145 necklace promptly quadrupled. "I think that interview resonated with young women. She's a role model for so many."



### Home Base

Small often designs from her Notting Hill store in London (left) or on her global travels: "I find inspiration everywhere."

### Meghan's Ring Bling

The Duchess chose six pieces from the Canadian-born Small for Eugenie's 2018 wedding, including four rings, a bracelet and a pair of Herkimer "diamond" studs.



### Hollywood Fans

Small also has a shop in Los Angeles, where customers include Angelina Jolie.



### The Charles Connection

In 2008, Small—a trained anthropologist—was asked by a friend to visit Afghanistan to create a collection with Turquoise Mountain, the arts charity founded by Prince Charles in 2006 to protect and revive arts in the troubled city. "I was amazed at how completely in touch he was with everything going on," she says.