



## THE HEART AND SOUL BEHIND CORIELLE JEWELRY

WRITTEN BY REINA KENDALL

**GB: What inspired your first collection?**

**CM:** Corielle started because I couldn't find what I wanted. I've always envisioned jewelry in a certain way, but nothing in the market matched, so I began creating custom pieces. Growing up, my uncle was a jeweler, and I adored the pieces he made for the women in our family. Many of his designs, like our matching safety pin rings, are now part of my line. Another cherished memory is my grandmother's costume jewelry—she would share her collection with me on every visit. One opal-and-diamond brooch became the inspiration for the necklaces I wear every day. Working with family jewelers to turn my sketches into reality showed me that custom doesn't have to mean complicated or costly—it just takes a bit more time, but that's often what makes something special."

**GB: Who is your ideal client?**

**CM:** My designs speak to women who crave unique, customizable jewelry that reflects their individuality or honors someone special. Corielle pieces can be endlessly personalized and are made to be layered, offering versatility based on mood or style. My clients are sophisticated, independent, and seek authentic self-expression. Early on, an experienced jeweler told me that my story would set Corielle apart more than anything else. I wear my pieces everywhere, and they spark conversations that naturally build my brand. I believe that my connections with clients will cultivate lasting loyalty as the line evolves.

**GB: How did you transition from the corporate world to jewelry design?**

**CM:** I've always had a creative side, but my career has been rooted in science. After earning my degree from the University of Florida, I spent 22 years with Pfizer, primarily in oncology. The stability of that career was essential while raising three kids, but I pursued creative hobbies on the side, like repurposing vintage jewelry and antiques. In 2019, I was diagnosed with a rare cancer I specialized in, which was life-altering. During treatment, I took time off and shared my story with my colleagues. Just as I was ready to return, COVID struck, and everything changed. That's when I knew it was time for a fresh start with Corielle.



**GB: How do you Handle skepticism about this leap?**

**CM:** I've encountered plenty of critics along the way, and I often find myself explaining why I made this shift. Most jewelers come from generational businesses, so I'm building my network from scratch. I've immersed myself in the craft, constantly consulting with industry experts and refining my designs. People who know me understand that I'm always 'working' in some capacity. It's coming together, and I'm now keeping up with demand—a good challenge to have!

**GB: How do you like to give back, and what causes are close to your heart?**

**CM:** Having spent years in oncology, cancer awareness is deeply personal to me. I'm grateful to be a nearly five-year cancer survivor, and now I focus on raising funds for renal cell and breast cancer research. This October, I launched a special edition of two iconic pieces, The Lauren and The Joelle, with pink sapphires and diamonds. Part of the proceeds will benefit Fox Chase Cancer Center.

**GB: How do you balance being an entrepreneurial, small business owner and a very hands-on mother?**

**CM:** People often ask how I juggle it all, and honestly, I don't sleep much. Like any mom, I prioritize my three kids, while also managing real estate across three states. Thankfully, they think Corielle is pretty cool! I hope they see that hard work, dedication, and following your dreams can make anything possible. My dad always says, 'The harder you work, the luckier you get.' I couldn't agree more."

