



How a "Mystery" Blogger Selects Product to Feature

THRIVE BY DESIGN WITH TRACY MATTHEWS

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You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Intro: You're listening to Thrive by Design, business, marketing, and lifestyle strategies for your jewelry brand to Flourish & Thrive. Let's get started.

Tracy: Welcome to Thrive by Design podcast episode 176. Hey there, it's Tracy Matthews, the Chief Visionary Officer over at Flourish and Thrive Academy, and throughout the day because I have a fun guest. I actually have a mystery guest on the show today, which is so funny. I have the blogger a 1000 Facets who prefers to stay a mystery woman. She doesn't want anybody who she is, which I think is so funny, and we've been in contact for many, many years now just like chatting about what's going on in the industry and stuff like that. She is based here in New York and we were talking, I'm like, "I want to interview you for the podcast for the influencer panel." and she's like, "I don't do video." and I said, "Okay, that's fine." She's like, "And I don't have a microphone.", so I'm like, "Perfect, come over to my apartment and we'll record here." So we had this really fun interview, we talked a lot about what's going on in the industry right now, sort of what she looks for in designers that she wants to feature, and let me give you had that when I tell you over and over again that the best way to stand out as a designer is to be innovative, well she's going to confirm that for you, because this is just what happens. She talks about some of her favorite designers, what she looks for in designers, and she also gives you insights on how you can get featured on her blog as well. So it's a really fun, a really great interview, very informative. So we'll dive right in right now, but before I do, I would love to take a word from our sponsor.

Today's sponsor is FindingBox.com. Finding Box is an amazing supplier of custom engraved logo hang tags, beads and custom jewelry pouches.



They love independent jewelry brands, and in fact they've supported so many up to this point, so definitely go and check out what they have to offer. They will give you fast lead time, too, so if you are a last minute person like me and you ran out of hang tags for a big order, they can sometimes have hang tags completed in some of the products that they create in less than 24 hours, which is super awesome. You don't have to break the bank to order a million or thousands of units, they have small order minimums, which is amazing. And they also do you free design revisions for your custom engraving. And they also supply you with a sample, which is really cool, because you always want to see what we're getting before it's shipped, right? Anyway, they are so generous they'd love to offer you, the Thrive by Design listeners and the Flourish and Thrive Academy audience 10% off your first order. You can head on over to you FindingBox.com and place your order and enter the discount code F&TPODCAST, and this is good until January 31, 2019.

Normally at this point I would be doing a formal intro of our guest but sense 1000 Facets is basically mysterious, she doesn't want anyone to know who she is, I can't do that, so you're just going to have to glean what you can from the interview as we dive in right here.

Tracy: Welcome to Thrive by Design, I have a very special guest here, a 1000 Facets. and I can't even give you a name because her identity is a mystery. But anyway, I just want to welcome you. I don't even know to call you. Shall I call you...?

1000 Facets: I guess 1000 Facets is fine.

Tracy: 1000 Facets. I'm going to call you 1000.

1000 Facets: Or "Hey, you".

Tracy: "Hey, you", okay, perfect, perfect. I wanted to have you on the show, I've met you a couple of times, but every time I've tried to get you to actually like speak at a Live event and stuff, you're like, "No, no, no, no. No one's supposed to know who I am, I like to fly under the radar." So I ran into you, you invited me to come see a showcase recently, to look at some opal, ridge opals of a friend of yours. We chitchatted there and we were just talking a little bit about how you got started, and I wanted to have you on the show today to just talk not only about the 1000 Facets blog, but to kind of hear a little bit more about your background, like what are you



seeing happening in jewelry right now, why jewelry, what are some of the trends and kind of more forward from there. Does that sound good?

1000 Facets: Sounds great.

Tracy: So first questions first. You have this amazing blog and you're blogging frequently. So tell us about 1000 Facets.

1000 Facets: I have the blog almost nine years already.

Tracy: Nine years?

1000 Facets: Yeah, in February it's going to be nine years, I think, February or March. It's like really exciting. I've been in the industry for around 15 years, I've loved jewelry for a long time, I've worked with trends in jewelry, I've work in the trend side of the world for a long time and I have traveled overseas and I've seen mass production, and it's very, very depressing to me. So I started, like I do a lot of research, I found so many great designers that nobody knew who they are, and I was talking to my coworker once and I said like, "How can a showcase these people, because there's so much art out there, they're not trend, they're not popular. How can I showcase them?" She suggested for me to start a blog. As you see I have an accent. English is not my first language, so I was very weird about it and I asked her how do I do it, and she said, "Why don't you do it visual?" It took me a little bit to find my groove, but then I found it and I've gotten support from different bigger bloggers at the time that really liked what I was doing and it just took off and it's been snowballing ever since. Very excited about that.

Tracy: That's so cool. Tell us a little bit more about your background in jewelry.

1000 Facets: I actually went to study fashion design. I wanted to be a clothing designer. I've loved fashion for as long as I was born. I used to do dresses for Barbies.

Tracy: That's awesome. You can't see our mystery guest, but you're dressed very fashionably, I have to say.

1000 Facets: Thank you. A roommate of mine, again, another person is, "Why don't we start jewelry?" I'm just, I'm like, "Why? I don't understand. Let's try it." So I tried it, it was very simple beads on a string, very just nothing exciting, but then I started to get into it, starting researching and I just fell in love with it. I fell in love with the stories that jewelry carry. Jewelry has an emotional feel to it and you can buy a jewelry to create a memory. I fell in



love with it and I've never looked back ever since and I don't do fashion anymore.

Tracy: That's so true, jewelry can provide a memory or create a memory, and they have stories. Jewelry does have stories. And it's... I think I just like posted a quote about that on the Flourish and Thrive Instagram the other day, something about your jewelry tells a story or something around stories.

1000 Facets: Yeah, I saw it. I really love that. I actually screenshot that.

Tracy: It's good, right?

1000 Facets: Yeah, I'll post it on...

Tracy: Share it. You're also getting some publicity from us with the quote, it's awesome.

1000 Facets: I really love it. It's just like something when you think about it, like I wear a couple of fancy pieces once in a while, like one of my wedding bands is this Georgian ring and I actually love it, and I would love to know who were before me and what was the story of it. It's something that you'll never know, but it's so interesting to me.

Tracy: Well that's interesting, because my, when I was married, my engagement ring was a vintage ring. I remember my aunt saying like, "What's the story behind it?" I'm like, "Well all I know its when it's from and like the era." She's like, "Let's make up a story of who owned it before. She was like, "They met on a cruise ship."

1000 Facets: Hopefully not the Titanic.

Tracy: Well the ring survived, so... But it was just like fun to kind of fantasize about who wore it before and like what the story was and why was it in the shop, and all that stuff.

1000 Facets: Exactly. I have a spinner pin and it has a picture of two people and it is just the tin type and I want to know them and I want to know who they are I love seeing them and I just sometimes make names for them and like a little story.

Tracy: That's amazing. Tell me about the jewelry that you're wearing now. We can't see it, but I'll be taking pictures of your hands shortly.



1000 Facets: Sure. I have a Victorian turquoise neck bracelet from the _____ that I actually love a lot. It's over 100 years old.

Tracy: It's beautiful. Who's it by again? Or the vendor.

1000 Facets: _____

Tracy: _____

1000 Facets: I believe it's Ukraine or something like that.

Tracy: Okay, cool.

1000 Facets: Not sure. Variance Objects.

Tracy: Yes, Variance. Amazing, I love Variance Objects.

1000 Facets: I love her.

Tracy: So beautiful.

1000 Facets: My pin is from Kimberlin Brown.

Tracy: And the opal is from?

1000 Facets: Opal is from Ancient 17, it was the first opal he ever gave me as a present. He has a lot of... See what happens, like a story, so it has a lot of memories for me, and I chose Kimberlin Brown to make the pendant for me because she really believes in him too, and he's being one of the people that really support him from the beginning. I really like that. I've recently pierced my ears.

Tracy: I know, I'm going to have to talk to you about that after, because I want to get some piercings.

1000 Facets: Yes, yes, I have a great piercings. I have hoops from Rachel Atherly, tiny huggings from the _____ Manning and these little studs that I absolutely love from _____ also known as _____ who I adore.

Tracy: They're beautiful. All of it. I'm always obsessing about all the jewelry you're wearing every time I see you. Cool. So you have a background in jewelry, you love jewelry because of the stories. You're also a designer, which we can't really talk about it, but you're a designer too.



1000 Facets: Yes. I designed basically fast fashion. I used to do fast fashion, not anymore, but I used to fast fashion, and I guess that is very depressing. I really like handmade. The fact that I worked at fast fashion made me adore handmade. And for me the only thing that I own is handmade jewelry, only thing that I buy is handmade jewelry as much as I can.

Tracy: Okay. So you started a blog and you started a visual platform, so it's mostly photos, not a lot of words, and you are out there to kind of support handmade independent jewelry brands get some exposure and eyeballs on their work. So how do you like pick the people?

1000 Facets: Everything has to have a voice. A voice is very, very important for me. I like people that push the envelope a little bit more, they don't play it safe for the most part. I like people that work with shapes, work with finding who they are as a designer and then put it out there. They don't about the trends, they don't care about if it's fashionable or not, it's like, "This is who I am." and I love that so much, that that's what I want to showcase. Like I know what happened on the trends of course, and I know what's going on out there in the world, but I personally am not a trend follower, because I like to be a little more maverick, but I do think that there's this group of people that beat up their own drum and just trying new things, and that's the people that I would like to showcase. But it needs to be beautiful, too.

Tracy: Yeah.

1000 Facets: It cannot be just like...

Tracy: It can't be just super funky out there and cool.

1000 Facets: Exactly, needs to be beautiful.

Tracy: Have you ever featured anything that's not very functional?

1000 Facets: Yes. Oh, definitely.

Tracy: Lot's of things.

1000 Facets: Yeah. Usually European designers tend to be a little more out there. I know that I posted also this, I believe this Indian designer, everything was... It was a long time ago; it was like this meat looking.

Tracy: Meat?



1000 Facets: Yeah, it was not meat, but it was like the print, but it was so cool that I had to do it. And then there's this designer from Israel, his name is Gregory Larin and he does you really funky stuff, and he does anatomical hearts and I adore anatomical hearts.

Tracy: Ohh, I've seen those before, I think I saw those.

1000 Facets: Every time for Valentine's Day I have to put one of his pieces in my Valentine's, because of the anatomical heart and I love that. He's just, again, he pushes the envelope, but some of his pieces are very gorgeous. It's just whatever speaks to me, pretty much.

Tracy: I love that. So how do you find these people? Are you searching Instagram all the time, or is it more that you're walking shows, or?

1000 Facets: Everything. I do a lot of research online, I do Pinterest, I sometimes, I'm looking for one designer and then three more will come. They're in the same show together or they would showcase in one place together, so it's just everything is just like a little tree, and then it keeps growing and I have a backlog of hundreds of designers that I'm waiting to showcase.

Tracy: That's awesome. So you have content for days.

1000 Facets: Yeah, I have content for months. If I don't have anybody, if I have like five designers... I usually pick five designers a week, that's the way that I handle things, and if I have four, I'll just go to Pinterest, go to my Instagram. I have my saved photos. Or go to my archives and just see what a designer I haven't posted in a long time, what are they doing now and if I like what they're doing, it will re-post it.

Tracy: So I have a question for you. When you started your blog, I'm sure that you want batching content, because that's what we call it. Like you're getting a bunch of stuff in the queue so that you're not having to do it every day, because you have other stuff that you have going on. How did you kind of figure out to do that?

1000 Facets: It took me a long time to do it. Took me like almost a year to figure out. Because I will get hung and just post it, and then one day I, there was like this queue and I'm like, "What is that?"

Tracy: You can like load them up.



1000 Facets: My brain exploded, I was like, "This is the most amazing thing." So I just do it on Sundays, I post everything on Sunday and I let it go during the week. Just monitor it and just let it go.

Tracy: That's cool. Okay, awesome. So we were talking before, and you're going to be walking a show in London. Why are you excited about it and what's the name of the show?

1000 Facets: The show is The Goldsmiths' Fair, and it's just an incredible show. I've been working with them for, I got to say like maybe like two years, maybe three, and I am very good friends with most of the designers that showcase there, which a lot of them I know in person and I love. The thing that I love about the show is that first of all, it's a retail show, so everybody can go, is open for the public, you have to pay, I think it's 15 pounds to get in, but you can see the most creative people in the industry in London. They all have to live in London in order to showcase.

Tracy: Oh really? Cool.

1000 Facets: And the thing about that show is that you have to do some sort of metalsmith there. I have a friend that I adore, her name is Emily Hastings, she does resin, but she uses metal with the resin, so she's eligible to go to the show, just because of her work. And her work is absolutely stunning. European people tend to like push the envelope a little bit more, so there are some pieces that are very interesting and it's just a lot of creativity there, and I'm very, very excited to walk it. I've never walked it before, so I'm going to be like a girl on a Christmas morning.

Tracy: You're going to have pretty much, like the rest of the year is going to be all from...

1000 Facets: Exactly, pretty much.

Tracy: That's so funny. Okay, so tell me about like, I know you said earlier that you don't really follow trends, you follow what interests you, but what you're seeing like when you're walking these shows and kind of scouring images on Instagram or whatever, Pinterest. What are you seeing coming up as like common themes or common themes that are happening on the market these days?

1000 Facets: One thing them being trying to make it, just move on a little bit is everything is super tiny, everything is very mini, stacking rings. I love them,



they're beautiful, but I feel like a lot of people are just using as a crutch, because it's like what's selling, but it's like I want them to try a little bit...

Tracy: Beef them up a little.

1000 Facets: Beef them up a little. I understand the gold, price, I'm very sensitive about this thing, but I feel that sometimes there's, you walk a show and you see them all together, it's like, "Come on, dude."

Tracy: Everyone has the same thing.

1000 Facets: Exactly.

Tracy: Gold hammered stacking rings, gold hammered hoops. I think I'm wearing gold hammered hoops that I made these like 15 years ago.

1000 Facets: But I do like lot of that earrings are happening right now, there's a lot of emphasis on the ear, which I really like.

Tracy: I love the ear.

1000 Facets: I know. It's all about the ear right now, and not in layers. That's still happening, which is very interesting, like I thought it was just going to move on, but it's not. It's still pretty strong. But I was liking when I went to New York Now and they just happened. I do like that there were some designers there were using bigger gemstones, they were going a little bolder. Ten Thousand Things for example did this gorgeous chandelier earrings that were all gemstones hanging from each other, and it was a dream. My heart just...

Tracy: Like the stuff that they do is just... I mean they've been around for a long time too, the detail.

1000 Facets: It's just amazing. I saw a lot of people just trying a little bigger with the ears, working that, a little chandelieri, which is for me...

Tracy: Fun, I love it.

1000 Facets: Fun. Just beautiful gemstones that I always, I have like a radar for gemstones, so I saw beautiful blue screens are always good. Somebody like _____ uses so many textures in her gemstones, it's always good to see. Let me see what else, what else, what else. Just textures. Interesting textures that are happening in metal. And I love that, because what can you do for metal that is not the same polish or hammer. What can you do



to it. I've seen like really interesting, people are working with interesting looks on textures for the metal, and I'm loving that. So that's something that you guys have to play with it.

Tracy: Okay, awesome. So texture the metal, do something different, use your rolling mill with some random stuff, roll them through.

1000 Facets: Yeah, try it. Try different things. Try sand, try like a thicker hammer, or just... I don't know, I've seen so many people are just trying so many different things, it's very fascinating to me.

Tracy: That's awesome. Okay, so what else is exciting you right now? I mean I know what's going on, but I know you're like nervous to talk about it.

1000 Facets: You're pretty on the spot. In what sense?

Tracy: So let's talk about the opals.

1000 Facets: Okay.

Tracy: Let's talk about the opals and without revealing your identity.

1000 Facets: It was a year and a half ago pretty, yeah, a year and three quarters I met this young opal cutter on Instagram. I thought he was an older guy with a hobby.

Tracy: That's the funniest because I met him recently, we were both like, "He's so cute."

1000 Facets: And I was going to buy an opal from him, we started talking and after like a week and a half, we're talking, or two weeks he tells me that he's a college student, paying college by cutting opals and my brain exploded, and I loved the story. I'm all about stories. I'm all about interesting stories, and I asked him, "Send some pictures, I will post about you." He sent me some photos, he got some followers, he got some orders, and he was coming to New York, and he asked me to have lunch, and I said, "Sure." I'm like, "But instead of having lunch, why don't we have a little trunk show." He's like, "Okay." He is pretty game for everything."

Tracy: He's a chill dude.

1000 Facets: We did a trunk show, it went really well. Like some people were skeptical because, "Who's this guy and what are you trying to do?" but he got some actual customers from that, and we've been doing shows, doing trunk



shows, and we've partnered maybe like in May, and I handle his sale site now, and I'm very proud of him, he's grown a lot for a 21 year old, he's talent.

Tracy: Well let's tell who this mystery opal dealer is.

1000 Facets: His user name is Ancients 17.

Tracy: Ancients 17, @Ancients17. His name is Loren.

1000 Facets: His name is Loren and I've become his jewelry adoptive mom.

Tracy: I know, right? So he has some amazing stuff. I've already purchased I think six or seven opals from him for our customers, one, two, three, five, yeah, like seven, because I kept some for myself. I can never go with just like buying for other people.

1000 Facets: You remind me of me; having like 40-50 opals at the time in my house, and I'm like looking at them every night.

Tracy: What can I do with this?

1000 Facets: I'm like, "Oh my god, they're so beautiful." But it's been a fun journey, it's been like the most rewarding journey I have ever had in my life to be honest with you. Just because I've seen somebody's grow from like very, very small, and now he's working with really incredible designers and they're buying from him and they keep buying from him, which is amazing. Not only that, I have seen just where he started with cutting the opals and now the abilities have improved so much, and like everything's looking... Like it used to be beautiful, and now it's just stunning. I feel very, very proud.

Tracy: That's so amazing because it's a really fun story, and you're kind of using 1000 Facets to...

1000 Facets: To build, yeah.

Tracy: To help build that, which is great. But the same time we were talking about where the opals come from, because I think that's the most important part. You know, everyone's always talking about ethical sourcing and how can you find responsible mining, and the opals are Lightning Ridge Opals, they're from... Talk about the mine and the people who are running the mine.



1000 Facets: The mine is in, like you said, Lightning Ridge Opals, and it's owned by two people that are very environmental, like they're very serious about the environmental practices and getting the opals from the ground, and it's very important to them. I like that Loren partnered with them, because he's studying archeo-paleontology too. So for him, the environment is very important. He does a lot of excavation as well, so he understands the ethical practices. So he wants to make sure that the people that he works with also create ethical practices, so he tries to keep as green as possible when he works with his opals.

Tracy: Yeah, and so he's cutting them here in the U.S. Probably in his dorm room.

1000 Facets: That is 100% in his dorm room.

Tracy: Hope he doesn't have a roommate.

1000 Facets: He has two. He has like a specific area to cut. His roommates are very good with him, like they are part of the, like they help him. They like all the posts and they're very supportive with him, and it's really nice, it's a good friendship, which I like.

Tracy: Yeah, so that's really cool. So it's funny because I thought things like happened serendipitously before you came over, because you live in New York, and just we decided to record this podcast in my apartment, so if it's a little bit more echoey today, we are not sitting in the closet because only one person will fit in the closet, but we are sitting in the living room. But before this I had a call with Ethical Metalsmiths and the Chicago Responsibility Conference to sort of partner and help them with what they're doing in the space right now. We were talking about where the opals come from and how Loren is doing such a great job bringing Lightning Ridge Opals to the United States and beyond with this cutting skills and all that stuff. So for all of you looking to resource responsibly, like here's your resource because it's completely traced from mine to store. Or from cutter to store, you know it's being cut in his dorm room here in the United States. He's wearing a mask and it's not child labor.

1000 Facets: Exactly, it's not child labor. He's very responsible too, in the way that he cuts them. If you do the Ancients Sales sites, like there's two sites, Ancients 17 and Ancients 17 Sales. I'm the one that manages the sales site, so you'll be talking to me for the most part. There's like 90% chance that you're talking to me.



Tracy: Awesome. So I almost blew your cover, but 1000 Facets, thank you for being here today.

1000 Facets: Thanks for having me, I really appreciate it. I hope, you know, it was good.

Tracy: It was awesome. So I want to ask you something. Okay, first of all, where can people find you, and then also you're probably going to be stocked with like thousands of designers now trying to get their products featured. What's the best way to be featured on your blog?

1000 Facets: People do contact me. Usually what I do say I scout the designer and see if it's right for them. If not, if I don't pick you, it's not that you're not good, it's just it's not right for the page. Because sometimes, you know, I want to be fair and my following base is very specific, and I've tested, there's certain things, just to see how they react, and if something is not really specific, they will not go for it. So I have a very specific eye with the things that I look for. But you can always email me, 1000Facet@gmail.com. You can go to my Instagram, 1000 Facets, DM me, I will look at your page and see what happens. What can you lose.

Tracy: Yeah, what can you lose, might as well reach out. If you don't hear back, don't take it personally.

1000 Facets: Exactly, don't take it personally, I'm a little busy sometimes. My blog is 1000Facets.tumblr.com, so you can go the archives, there are thousands of incredible designers, any it can give you an idea of what I like to post, and see if you fit in that.

Tracy: Awesome, awesome. Thank you so much for being here today.

1000 Facets: Thank you so much.

Tracy: Thank you so much for listening today. Wasn't that a fun interview? I'm wondering if any of you are ever going to be able to guess who 1000 Facets is. Anyway, I want to sign off right now, but before I do I want to thank our sponsor, Packaging Specialties, you can get more information about them over at the show notes at FlourishThriveAcademy.com/episode176. Thank you so much for listening, and if you're liking the show and you're enjoying it, we would love for you to share this with your friends. Also give us a little rating and review. That way we know how we're doing and we keep delivering amazing content



every single week. Thanks so much, it's Tracy Matthews sign off for now until next time. See you soon.