

Deva Designs

800/799-8308, www.devadesigns.net

If you have ever been to INATS West and attended the COVR Awards (www.covr.net) ceremonies, you will know Deva Designs. Micki Baumann, owner and creative force behind this small but powerful business, has been personally designing jewelry for more than 17 years.

Probably best known for her work using goddess designs, Baumann has taken her passion for adding beauty to women's lives and created quality jewelry at affordable prices. The first time I saw Deva Designs' jewelry I was convinced it had been mis-marked — the prices seemed unusually low for the quality of the pieces being offered. When I questioned the price, Baumann said, "I have worked hard over the years to keep my pricing low. I never want a woman to fall in love with one of my pieces, then not be able to afford it." I have watched Baumann grow her company over the years, adding new goddesses each year.

Deva Designs is perhaps best known for Avalon Images, goddess pendants in silver and bronze inspired by the Legends of Avalon. The COVR-award-winning Crescent Moon Goddess is now available as a necklace as well as a beautiful suncatcher. (The suncatcher, a collaboration with Suncatcher Heaven, was reviewed in Out of the Box, New Year 2007 issue). The Subtle Goddess series incorporates a cat's eye cabochon with a sterling silver outline of a goddess on the reverse side, making it two pendants in one.

The new Avalon Blessing pendants use Baumann's goddess designs dancing around a circular silver disk with a natural stone cabochon completing the design. There is a blessing on the reverse side for the woman wearing the pendant.

Baumann has taken many of her designs and used them to create hand-held talismans, key chains, and burnt velvet shawls. She has even partnered with author Ted Andrews to create Animal-Speak and Nature-Speak charms, suncatchers, and Steward of the Earth sterling silver pendants.

Besides offering New Age stores great jewelry products for a great price, you can be sure that you will see new designs regularly from this talented and prolific artist.



Crescent Moon Goddess necklace

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