

She Rox

Fox-9 TV anchor Robyne Robinson has more than a nose for news—she's got an eye for design.

Robyne Robinson's day starts and ends with the same thing: catching up on her second job—as a jewelry designer.

"I've been making jewelry since I was 12 or 13," she says. It might have stayed a hobby, but events coincided in 2004 to make it a business, Rox jewelry, which looks like it's on the verge of outgrowing Robinson's South Minneapolis home.

Komboloi, or Greek worry beads, that she'd made for her Greek-born boyfriend got lots of attention from his friends and then their

friends. Robinson had closed her Northeast Minneapolis art gallery, Flatland, in 2003 and had time for a new project. So with trepidation, she approached retailer Jennifer Guion at Luna Vinca in Minneapolis. Guion agreed to buy a few pieces of Robinson's semiprecious-stone jewelry for a trial run—and a week later asked for more to replenish the sold-out stock.

A big break happened two years ago at a dinner benefit, when

Robinson was seated at a table with then-president of the Macy's North division, Frank Guzzetta. "Right place, right time," Robinson recalls. "He

reached across the table and said, 'I love your bracelet.'"

Now Rox—an earthy collection of pieces for women and men that range in price from \$40 to \$400—is sold at several Macy's stores in the Twin Cities and Chicago, bou-

tiques in the Twin Cities, New York City, and Athens, Greece, and on line (roxmpls.com). But if talks continue to go well, Robinson says she hopes to be working with Reeves Park, Inc., an Edina-based jewelry maker that supplies retailers including Target, J. C. Penney, and ShopNBC.

In that case, manufacturing would go from being a one-person operation (Robinson says making the jewelry is a great complement to her news job that "balances me out in terms of my creativity") to being done by Reeves Park contractors overseas. But Robinson would still be designing, and says "that would be my delight." —M. W.

