

HAVE YOU MET MISS JONES

ELEGANT PORCELAIN CHINA, PLAYFUL HAND-THROWN POTTERY AND ECLECTIC WOODWORK;
HAVE YOU MET MISS JONES CRAFTS INTERIOR DECORATIONS WITH A TWIST

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If bone china holds connotations of twee floral-motif tea sets, Jennifer Jones has taken that idea and turned it on its head. Her contemporary designs include an origami reindeer, a crumpled paper bag, a pair of translucent angel wings, and a lamp in the guise of a supersized light bulb – all moulded in minimal matt white.

The juxtaposition of fragile, refined porcelain and lifelike, witty subject matter is characteristic of Jennifer's lifestyle company, *Have You Met Miss Jones*. Big button plates constructed in Alice in Wonderland proportions, and endearing egg crate replicas are typical of her *Everyday Objects* collection. The ornaments direct resemblance to their given entities lies in the heart of their appeal, as they arouse a sense of empathy and attachment in the viewer.

Nowhere is this sentiment stronger, than in the realm of her animal kingdom inspired pieces, which Jennifer describes as her "Noah's Ark." The range of flora and fauna which compose her *Woodland Collection*, reference an enchanting Disney-inspired forest; the milky smooth curves of exquisite antlers, a log vase with fungi growth and a rabbit tea light holder all feature.

The inspiration for this collection was found on a recent trip to Japan, which revealed the country's cultural obsession for cutesy, retro animations of the Bambi ilk. "I was interested in going back to the kind of funny little animal figurines your granny would have displayed in her glass cabinet," she says. "Squirrels, deer, owls and butterflies – everyone loves a bit of whimsical, magical escapism." The sense of nostalgia Jennifer taps into – the kitsch niche that has captured customer's imaginations – even garners surprising reactions. "Let's just say I've seen people cry over them!" laughs Jennifer.

Although Jennifer is principal designer and based in Sydney, she has entrusted a few key designers in the Philippines – where production takes place – who she can count on to assist in casting a practical eye over her creations. It's refreshing to discover that, in an industry where margins are tighter than ever and the dollar reigns king, there are firm principles behind her brand. Jennifer has loyally chosen to support her roots by sourcing all products from Manila – the city where she grew up with her English father and Filipino mother – before moving to England to further her education.

Unconvinced by her high flying career in fashion, which included executive positions at Polo Ralph Lauren, Nike and Diesel, Jennifer's transition to the world of interiors proved a revelation. "When it came to home wares, I had an overwhelming instinct for it. It felt so much more natural."

Jennifer observes that while trends and aesthetics naturally overlap between the fashion and interior design worlds, for her, interiors have a more personal touch. "You shed all those things you present to the world when you walk through your door," she says. "You can completely be yourself, and more importantly, need only impress yourself."

Jennifer favours ornaments crafted from natural resources, such as the scaly Capiz shell. Found 30 feet beneath the waters of the Philippines, the shells are polished and laminated to produce photo frames and treasure boxes in charming, intricate cherry blossom and feather motifs. Along with Capiz shells, metal, wood, and clay form the basis of her designs. This philosophy "embraces the essence of adaptability" and as such, her collections cater for a range of budgets and tastes.

Jennifer's current muse is the archetype of a New York Loft. Her designs reference the chunky, industrial dimensions reminiscent of the 1950s modern aesthetic, and include the application of earthy tones and mellow, pastel hues to create bold, West German inspired hand-thrown pottery. Exploring new formats and materials, this collection has also been carved out in the form of surrealist, statement pieces such as enormous wooden scissors, colossal compasses and gigantic chess pieces.

In 2006, Jennifer achieved her goal of having her own business which is testament to her hard graft, creative flair and commercial savvy. "Two months before turning 30 I quit my job and just went for it!" she enthuses. With 320 stockists across Australia, could a *Have You Met Miss Jones* retail store be around the corner? Jennifer cryptically concedes that while she's content with the creative freedom and success her current position allows, we'll just have to wait and see.

www.haveyoumetmissjones.com.au