

David Heston – A Mix of Rugged and Refined

When David Heston launched his first collection 18 years ago, he soon realized that men were buying the bracelets intended for women. He then changed his focus, and the rest, as they say, is history.

>> T. R. Flora, Contributing Writer



“There was always something inherently bold and masculine about my designs,” muses David Heston. “And once I realized that men were interested in my work, I started to focus on making pieces that guys would like.” Today, David Heston is undisputedly one of the top designers of men’s jewelry. His pieces can be seen on the likes of Roger Federer, Eddie Murphy, John Lithgow, Cedric the Entertainer, Michael Jordan, and baseball great, Ken Griffey Jr., to name only a few.

A mix of rugged and refined, the majority of Heston’s pieces combine black rubber with silver and 18K gold, often pavé set with black and white diamonds. “I am much more interested in purifying and simplifying than over-designing,” he adds, which is perhaps why his minimalist and monochromatic designs appeal to such a diverse clientele. Among the 500-plus pieces in his collection are rings, bracelets, pendants, and cufflinks that are sold through independent jewelry stores, department stores, haberdasheries, and art galleries around the United States.

With a B.A. degree in Fine Arts from the University of Arizona and a Graduate Gemology Degree from the Gemological Institute of America (GIA), Heston first worked as a sculptor and ceramist before finding his calling in jewelry design. Where does his inspiration come from? “I gather ideas from all works of art, both classical and modern, but my style is truly my own. I attempt to strike the perfect balance between bold and sculptural. And, like sculpture, jewelry has endless possibilities of shapes and forms.”

When designing his men’s jewelry, Heston says he also tries to keep in mind that when a man is interested in purchasing one of his pieces, he has probably been looking quite awhile for just the right design. “The piece of jewelry that a man wears is more of a signature, something he is going to wear every day—to the gym, to the office, or to the beach. Thus, his bracelet, pendant, or ring becomes a part of him, almost like a tattoo.”

With his men’s line so successful, does he sometimes think about again creating for women? Yes, he answers, explaining that, while men’s jewelry remains

his primary activity, he is designing a ladies’ line made of rubber and pink sapphires that is both glamorous and sporty. When all is said and done, however, he will still focus on his male clients, those who want rugged and refined. (www.hestondesigns.com) JQ

