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ARTICLES - Interviews

Written by Jessi Thind

Thursday, 28 September 2006



## An Interview with Alli Grosberg

Designer & Creator of Alli's Originals



**What inspired you to start Alli's Originals?**

About 12 years ago I made my Mother-in-law a picture frame for Mother's Day. I took dried flowers and glued them to the frame. A friend saw what I made and asked if she could pay me to make one for her Mother. This was the beginning of Alli's Originals. I tried my hand at many different mediums and crafts over the years. About 8 years ago I began making jewelry. I had made jewelry as a little girl but didn't know that was where my real talent was. The beginning of my jewelry business was more about practice for me, learning skills and finding my creativity. My jewelry creations have evolved over the years. After having a baby, I created a line of jewelry that is unique,

**What is your most popular item?**

My most popular item are the Darling Discs.

People love how discrete and understated they are.

Big enough to put a name, a word or a date but so small that it arouses people's

curiosity. It's a great conversation piece. Great for Moms, Bridesmaids and just about anyone!



**What makes clients keep coming back to purchase from you?**

I think what makes people come back is that the jewelry is so well priced for sterling silver and that the collection keeps growing. With this collection people can find a wonderful and sentimental gift for anyone, at a reasonable price. I find that once people buy a piece from



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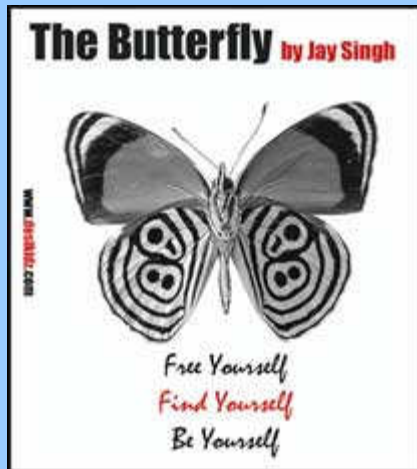
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sentimental, & romantic. Inspired by my son and my new job as a Mother, I wanted to create a line that allowed me to show off not only my son, but my spirituality.

### What makes Alli's Originals so unique?

What makes Alli's Originals so unique is that there are no 2 pieces the same. Each piece is hand stamped and is truly one of a kind. The Princess Charming Collection is unlimited in its potential. People can dig into their own creative side and work with me to make their vision a reality. This type of work is a skill that takes a lot of time and practice to learn. You can bet that it's not something you'll find in any store, or find just any jewelry designer doing.



### What advice would you give your buyers when choosing jewelry?

When choosing jewelry from this collection, I always suggest that people choose a pendant and wording that really displays who they are and what makes them proud. The Princess Charming Collection is jewelry that you put on and never take off. It's subtle and discrete and goes with any outfit!

### What is the most unique request you have received from a client?

One of the things I love about The Princess Charming Collection is that it inspires other people's creativity. I get many great ideas from my clients. I had one client order a piece that had 3 numbers across the top (3.8.1) then below it said "3 words"

"8 letters"

"1 meaning"

"I LOVE YOU"

this collection, be it for a new mom or a teacher's gift, they always come back. They always know that when they give a gift from this collection, they are giving a truly unique gift that thought and heart went into making. They also like that they have a hand in the creation and design of the piece they are giving.

### What do you love most about your work?

What I love most about this work is that every time someone orders a piece from this



collection, they share a little of a special relationship in their life with me. They are always

happy to brag to me about their kids, their best friend or the flower girl at their Wedding. This jewelry is always purchased for someone who is thought of as very special.

### What would you like our readers to know about Alli's Originals?

Alli's Originals is always creating new ideas. I am forever inspired by Motherhood, love, friendship and the loving and rewarding relationships in my life. My goal is to continue to make unique and special pieces at a great price. I will always give the best customer service to ensure that every client walks away completely happy.



Alli is 33 years old and lives with her husband (and true love of her life) Ben and son (her pride and joy) Jacob, in Thornhill. She always casually played around with arts & crafts until one day she began making jewelry and knew that she had found her niche.

Her designs are original and brilliant and celebrate life's special relationships! To see more of Alli's jewelry please follow the link below to view her listing in the KidsChannel Resource Guide.

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I love to hear about other people's romantic ideas.

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KidsChannel Editor, Jessi Thind is a private Tae Kwon Do instructor in Montreal and a freelance script consultant for a film and game consulting firm that helps writers, game designers and studio executives evaluate and shape their ideas. He also produces games including the latest and extremely popular, Tissok The Shoemaker, a widely played chocolate themed game for children. Play his games on KidsChannel.ca or to find out more visit [www.tissok.com](http://www.tissok.com)

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