

## **Adele deJak**

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### **Summary**

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### **Description**

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I gracefully lent my name to the brand in 2008 but before that, I was just a girl growing up with my family in Nigeria. In my youth, I developed a love for fashion watching mummy dress up in magnificent fabrics and granny in her tribal jewelry. After graduating in law it dawned on me that this wasn't my passion. Years later I went to the London College of Communication in 2000 to study typographic design. I moved to Kenya in 2005 and started making jewelry for personal use, experimenting with horn and brass. My stunning items caused a stir wherever I went and people kept nudging me to turn this hobby into a business. I finally gave in and started producing various collections of jewelry and fashion accessories, drawing inspiration from the rich African culture. Looking at different pieces, you can easily tell that my stay in Europe also influences my style of jewelry.