

WOMEN

a celebration

A Look at Some of the Women

Who influence &
Help Shape Events
In the SA Area



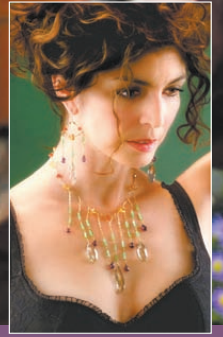
**Lori
Harris**

*Windcrest
Police chief*



**Gwendolyn
Robinson**

*Alamo City
COC*



**Priscilla
Martinez**

*Joyarte
Jewelry*

Joyarte Jewelry

Priscilla Martinez

By Beverly Simas and Eva Ruth Moravec
Staff Writers

COURTESY PHOTO

An exclusive after-party at television's biggest event always features famous faces, star-struck audiences, gorgeous gowns and dazzling, sometimes blinding, jewels!

One woman at this year's Emmy Awards wore a dynamic, self-designed piece for her first red carpet debut: special guest Priscilla Martinez, personally invited by TV Guide. After posing for her own paparazzi shots, she opened lavish gift bags, reached in and pulled out:

A sparkling something straight from San Antonio?

Surprised? You shouldn't be. From San Antonio to New York City to California and back again, Martinez, jewelry designer and owner of joyarte, sells her pieces to art-appreciating audiences. But it also takes a bit of business savvy to make art a career.

Growing up on a military base in San Antonio, Martinez watched her mother teach sewing out of her home, where there were always beads lying around. While she loved sewing, it didn't take long before Martinez outgrew the hobby.

"When sewing became *passé* for me," she said, "I started playing with beads." She would string together anything she could find: lost pearls, beads, shells, all on stripped twisty-ties from bread bags.

At the age of 8, she designed a set of earrings for her cousin. Then, in high school, she made her own class ring. "That's when I thought, 'Wow, I can really do this,'" Martinez said. The seed had been planted.

However, first Martinez explored and enjoyed more art, that of dance and theater. She explained she first learned to love dancing and acting early on,

and later was the principal with the San Antonio Dance Theater [now the Metropolitan Ballet].

After a short time in Boston, Martinez married and moved to New York City, where she danced and acted in TV commercials. While there she wrote a play about

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her great-grandmother who left Mexico for Texas as a widow with three children, and even read the play to well-receiving audiences.

But then she was pregnant, the timing wasn't quite right for the play and the couple moved back to San Antonio. "I didn't want to leave New York, even though it's not an easy life at all," she said. "But it just made more sense."

Back in the Alamo city, Martinez decided to focus on her original passion, jewelry, and started her business in 2002 out of her north central home. Since then, her jewelry line, joyarte, has been sold at San Antonio boutiques including Dahlia, Lee Lee and Pinky's, but Martinez said San Antonio vendors fear crossover with their products and like to be the exclusive outlet for joyarte. Martinez said she believes several stores in San Antonio can carry her line without over-saturating the market. She also markets through her Web site, www.joyarte.com.

"We sell a ton of it [joyarte], it is designed very well and it sells very well. Everybody loves it," said Sherry Leeper, who co-owns Lee Lee.

Then, on a visit to New York City, Martinez had the opportunity to show her jewelry to a TV Guide representative. He liked what he



saw and asked Martinez to design jewelry for VIP guests for the TV Guide's Emmy Awards after-party.

Martinez created three different pairs of earrings for the gift bags, designed especially for the event based on the party's color scheme and French-style venue. The Deaux, the Boulevard and the Gala were well-received by guests, who had the choice of short or long styles.

"The TV Guide people were very impressed, and they invited me to the after-party. They wanted me to be present in a gifting suite to give my pieces out," Martinez said. At the event, she was also able to sell some of her jewelry on the side, a plus, since

Martinez's gift bags were complimentary for both TV Guide and guests. "It was a good opportunity for me to be exposed to a wider audience," Martinez said.

The night at the Emmy Awards may have been a highlight, but the after-party was just another moment in Martinez's shining career, for which she has high hopes.

"I would like to get to a level where not only am I able to make a living off of what I do, but for people to enjoy wearing my work and for me to be recognized as an artist," said Martinez.