

## Chic, easy-to-wear jewellery

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[DAPHNE GORDON](#)

THE CONSTANT SHOPPER

THE ITEM: Turquoise bead necklace by Andrea Trail

THE COST: \$110

WHERE TO BUY: Only at <http://www.goneshopping.ca>

The Constant Shopper is excited about <http://www.goneshopping.ca>, a chic new local shopping site aimed at busy women with discerning taste.

The brainchild of two self-admitted shopaholic businesswomen, Goneshopping has a fancy girl vibe and a wide-ranging selection of products that make it a potential for one-stop holiday shopping. (Or for the inevitable self-gifting that goes along with the season.)

"My girlfriend and I have known each other since we were 16," says Jacqueline Meiers, 37, who launched the site with her friend Jenny Seto, 38. "We're shopaholics and we like really, nice stuff, but we don't want to pay through the nose for things."

Before their sassy website launched last week, Meiers and Seto had been sourcing cool stuff and throwing small shopping events for friends while juggling their day jobs — Meiers as director of a securities fund and Seto as chief compliance officer for an insurance company.

"Our friends use us as their mavens for cool things in Toronto," says Meiers. "A lot of busy women don't have time to shop. But they like nice things."

The idea started to snowball. Soon they had a cool list of products ranging from gifty finds like the Tea Stick (\$25), a stylish alternative to Grandma's loose tea ball, to cute beauty products by the Vancouver brand Principessa.

The Constant Shopper loves the site's selection of jewellery by local designer Andrea Trail. Her line, called Eliza Perry, is a collection of wearable, everyday necklaces and bracelets.

Using wood, semi-precious and freshwater pearls, beads and silver finishings, Trail crafts pieces that are timeless, rather than trendy. For example, even though the rage this season is long necklaces that hang down near the navel, Trail's are mostly 16-inches, a standard necklace length that hangs just below the collarbone.

"Most of my clients are 30 to 45, professional and stay-at-home moms. It's not the 25-year-old who



This Eliza Perry necklace, by designer Andrea Trail, is made of turquoise beads with a sterling silver clasp.

is following every trend," she explains. "It's not fussy jewellery. It's easy-to-wear and you can dress it up and dress it down."

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**Daphne Gordon's** *Constant Shopper* column appears every Saturday in the Shopping section and Monday to Friday online at <http://www.thestar.com/constantshopper>. Email: [constantshopper@thestar.ca](mailto:constantshopper@thestar.ca).

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