

# MIGHTY

by Nicole Bromstad



Frances Cheung, Managing Director + Designer

## How did your love for jewelry develop?

I've been obsessed with jewelry for as long as I can remember—since probably around 5 years old. It began with diamonds—staring at my Mom's engagement ring. In incandescent light, I would let my eyes go out of focus and be transfixed by the diamond's fire and spectral hues. Equally as fascinating to me, my Dad had a gold ring with a sunburst engraving that I used to love moving about to see light flow along the rays. In the 1980s and 1990s, everything from red carpet jewelry to Gold and DeBeers "A Diamond is Forever" advertising campaigns with beautiful photography and clever copy fueled the fire. I particularly enjoyed the advertising because it was the first time suggesting that women could purchase diamond jewelry for themselves.



MIGHTY jewelry is bold and unapologetic, blurring the lines between masculine and feminine. Handcrafted in solid gold using ethically-sourced natural diamonds and genuine gemstones, each piece carries a heft that feels great. Blending her lifelong passion for luxury jewelry, diamonds and gems with a career in design and creative leadership, Frances Cheung designs visually impactful jewelry with a heavy emphasis on wearability, quality materials, and impeccable craftsmanship. Frances draws on both modern and traditional jewelry-making techniques to combine various materials, finishes and setting styles to create striking aesthetics for her debut collections: FIERCE, TRIUMPHANT and OFF-KILTER.

## How did you transform from a marketing executive to a jewelry designer?

Alongside my career in design and creative leadership, I have created countless jewelry designs for myself. Out of personal interest, I studied at GIA and have also attended several workshops at L'ÉCOLE Van Cleef and Arpels in Paris, where I learned about designing high jewelry collections and production techniques. There are definite synergies between creative marketing campaign development and jewelry collection development. My previous role at a jewelry company extended beyond just marketing and into product development – overseeing jewelry designers to ensure that collections deliver on business needs. I learned a lot about jewelry CAD design, sourcing, and manufacturing techniques there. The combination of my personal passion and professional experience has made transitioning to a jewelry designer completely seamless and natural.



## What's behind the meaning of MIGHTY?

The name MIGHTY came from Mighty Dynamo, which is the incorporated name of the business. I carried over the spirit of “supercharged and unstoppable” and use it as a touchstone for the brand, collection stories and every individual design. MIGHTY represents a strength that goes beyond the physical—to our superpowers and how we draw on them to navigate life.

## What is your approach to designs?

I enjoy creating collections with a story that's meaningful to me, which can also resonate with others. Each collection story and piece of jewelry dials into being MIGHTY in some way. I design jewelry that I want to wear myself, while creating variations in scale, finishes or stones to cover a broader range of options and give people choice. Regardless of scale, I like bold pieces with clean lines that are modern and graphic—carrying a heft that feels great. I treat each piece like it's a miniature sculpture and every viewing angle is thoughtfully designed for both aesthetic and comfort. Drawing on an arsenal of finishes and techniques, I select combinations that best deliver on collection ideas to create cohesive pieces with discoverable details. I am very particular about how a piece of jewelry feels on and am mindful of wearability. The FIERCE, TRIUMPHANT and OFF-KILTER collections are handmade in solid gold, using natural diamonds and genuine gemstones. Select styles are available in sterling silver.



# MIGHTY



## Current passion?

I am currently obsessed with antique diamonds and am working on an exciting new collection launching this summer. The MERGER collection offers engagement rings, wedding bands and eternity rings, featuring antique-inspired design details with antique diamonds that sparkle like fine crystal in candlelight. It's an old world vibe pumped up in bold modern settings with design details that are a nod to the past.



get to know more at:  
[mightyjewels.com](http://mightyjewels.com)

