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Woman Of The Month



Andréa Demirjian is a marketing consultant who's long been mesmerized with kissing and all things kissable. *Kissing-Everything You Ever Wanted to Know About One of Life's Sweetest Pleasures* represents her lifelong, one-track pre-occupation with this intoxicating interaction, and the unadulterated joy she finds in the feel-good goodness of a kiss.

As a former advertising executive managing a roster of well-known female-centric brands, Andréa has long been speaking to the woman who appreciates a sweet 'n sexy kiss. With *Kissing*, she hopes to revive the romance of kissing at a time when women and men both yearn for something that harkens back to a gentler, more idyllic time.

A native New Yorker, Andréa lives in Manhattan and Quogue, NY.

Q: what role does jewelry play in your life?

It's more of an accent than an accessory. I wear a minimal amount ? a timeless tank watch with a stainless steel band, small diamond stud earrings, and three or four simple rings paired together. And I usually wear the same pieces every day, opting for a fancier pair of earring for evenings out, and substituting the tank watch with my pink Power Puff Girli Flik Flak watch when I feel more whimsical.

Q: what kind of jewelry do you like?

My jewelry ranges from a few, classic high-end pieces paired sometimes with fun sparkly items you find in those giant accessory stores or from NYC street vendors. For some reason, the combinations really work.

Q: how do you feel about men wearing jewelry?

It depends. I'm not a fan of men in gold chains, bracelets, earrings or chunky school rings. And if I see a diamond anywhere on a man, I run far and fast. But a watch, wedding band or tasteful ring can be elegant.

I also like to be surprised by a man who underneath a suit might be wearing a thin leather strand knotted around his neck or wrist that's reminiscent of his youthful summer years. Understatement rather than flash wins every time.

Q: would you ever consider buying jewelry for yourself, or has most jewelry come your way as gifts?

Jewelry can be so subjective. Even if something is really beautiful, it might not reflect your taste. I recently treated myself to a pair of tasty pink sapphire earrings. If you can't, then who will?

Q: if you were a gem, what sort of gem would you be?

A pink sapphire or pink diamond. I'm into pink. There's something playful yet feminine about that delightful color.

Q: is there a memory close to your heart that is related to a jewelry piece

you own?

My grandmother's wedding ring ? a gold band with a unique starburst diamond in the center and motifs of two screws on each side reminiscent of the signature Cartier motif. I wear it every day stacked with 3 sterling bands, and feel the unconditional love and sweet spirit of this beautiful woman each time I put it on.

Q: tell us more about your field of work? what is it that you love about it?

I have two professions ? independent marketing consult (which feeds my belly) and writer (which feeds my spirit). The writing though is relatively new, and I believe my professional autonomy gives me the space to be more creative. It also helps that the subject matter of my writing ? kissing and all things romantic ? is right up my warm 'n fuzzy, sexy, feel-good alley.

Q: what are the challenges you are faced with and what are your future ambitions?

My biggest challenge right now is coming up with an idea for a second book. Kissing was inspired by a truly amazing kiss that woke me up off a glass bed in the forest resulting in crazy idea in head to book in hand in three years. It's not likely I'll get struck by lightning again, but that's what makes for true writing talent ? creating something not from an unexpected jolt of inspiration, but from sheer persistence of thought colliding with imagination.

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