

JEWELSTREET®

9 THINGS YOU NEED TO KNOW ABOUT DALLAS PRINCE

From being a TV host for over 18 years to winning multiple prestigious jewellery awards, here are 9 things you need to know about Dallas Prince.

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Originally from Texas and now based in LA, Dallas Prince is a published artist, a TV host and a designer. She creates a visual experience with each of her creations that will adorn women for generations to come. All her designs available on Jewelstreet are one-of-a-kind, set with a vibrant array of exotic gemstones to create bold statement jewellery. Here are 9 things you need to know about the wonderful Dallas Prince.

Her childhood was spent coveting, memorising and re-organising her Grandmother's jewellery box

Dallas' love affair with jewellery started at a young age. "My grandmother had a large multi-drawer jewellery box that I re-organised every visit. I knew every piece and where it belonged in the box. There was something about the colours and the sparkle that I loved!"

Peggie Prince is the strongest person she knows

Born and raised in Dallas, Texas, Dallas was the second child of five children born and raised by Peggie Prince. "Before my 10th birthday, my parents divorced and my mother was left with the task of raising all five of us by herself. As amazing as it sounds, we all grew up with values, talent, a sense of humour and the knowledge that hard work is rewarding. My mother helped everyone that needed it and never asked for anything in return and she is still the strongest woman I have ever known. Everything I am today is a confluence of who she was."

"Values are taken very seriously in the southern state of Texas. We grew up knowing that gratitude, loyalty, respect and honesty were more than just words."

She has been on television selling jewellery for over 18 years

Dallas started working in television as a News and Sports Anchor, before being asked to assist in hosting a small shopping network. "With an ear piece and a knowledgeable person on a microphone in the control room, I hosted my first jewellery show on "live" television. In a few short weeks, I had my own show and realised my complete obsession with jewellery!" But, the lightbulb moment for Dallas came when she realised she wanted to be the person not only selling the jewellery, but designing it too. "My mentor, Tomas Rodriguez, was my first introduction to the world of craftsmen in the downtown Jewellery District in Los Angeles. That was 18 years ago and I have never stopped designing."

Her goal has always been to believe in herself and work with humility

"Values are taken very seriously in the southern state of Texas. We grew up knowing that gratitude, loyalty, respect and honesty were more than just words. Core values are not strategies, but they underlie how we work and interact with others. Throughout this amazing journey in the jewellery industry, my goal has always been to believe in myself, respect those who trust me, remain honest and work with humility."

Her love of nature and gardening is a constant source of inspiration

"It is my love of gardening that provides me with unlimited inspirations for everything I design. My spiritual moments are spent outside with as many plants, soil and pots necessary to grow something new and colourful. The textures, colours and changing shadows are amazing to photograph and I view everything as a possible design."

"One of my most cherished rings is the one he made me with the ruby from the first ring that I bought for myself when I was 17. Nothing could mean more to me."

She has just celebrated 22 years of marriage with her gemmologist husband

"My husband, Vincent Ciurluini, is a Graduate Gemologist and he sources all of our one-of-a-kind exotic gemstones. We just celebrated 22 years of marriage and 18 of those years have been in the jewellery business. It is still so amazing! He has become a fabulous designer over all these years and he continues to surprise me with his talent. One of my most cherished ring is the one he made me with the ruby from the first ring that I bought for myself when I was 17. Nothing could mean more to me. I am blessed to have a husband that loves me so dearly for the past 22 years."

"We played a small part of something that will forever be one of the best days we ever shared with clients."

One client story will always remain in her heart...

Living and working in LA gives Dallas the opportunity to adorn celebrities and as much as she enjoys that luxury, for her it's the meaningful bespoke designs that are most special. "My husband's best friend came to us for a wedding ring to surprise his girlfriend. Within a week, my best girlfriend's boyfriend also called me to design a ring for her. Both rings were accepted and both couples invited us to their weddings which were on the same day! One wedding was in LA and the other was across the country in Minnesota. My husband went to the LA wedding and I attended my girlfriend's ceremony. We shared photos by phone and it was a fabulous day for both couples. Just over a year later, both couples announced they were pregnant and they both had twin boys within two weeks of each other! We played a small part of something that will forever be one of the best days we ever shared with clients."

She is an incredibly humble person and cherishes all of her achievements

"My designs have been awarded a few of the highest accolades in our industry and I have been tremendously blessed. In the last 3 years, I have received an AGTA Spectrum Award, a WJA Gem Diva Award, as well as, a Jeweller's Choice Award for the "Best of the Best" Design Competition. No one could be more proud of these accomplishments and I will forever be grateful for those who encouraged me and especially for my husband who believed in me."

Dallas and her husband are working on an exciting new line

"Each amazing year of my career has revealed a higher sense of dignity and significance as a designer, but my journey is just beginning. I learn something new every day and there is no end to my rainbow of possibilities. My husband and I are designing a brand-new line together to be unveiled at the 2017 JCK Show in the USA. It will be the pinnacle of our business thus far and we are so excited about every single design."

Shop Dallas Prince Designs on Jewelstreet [here](#).



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ABOUT THE BOUTIQUE

Described as "Vintage with an Edge", Dallas Prince Designs is a one-of-a-kind brand inspired by artisans from every significant period in history. Based in the downtown jewellery district of Los Angeles, California, Dallas Prince and her husband, Vincent Ciurluini, built their business with one design at a time focusing on their [Read more](#)



Dallas Prince Designs California, Los Angeles

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