

M E M B E R P R O F I L E

DALLAS PRINCE



The Challenges and Rewards of an Inspired Designer

Although a crystal ball could have never predicted the career path of Dallas Prince, she used each step on her ladder to success as a learning experience that prepared her for the next venture. From pharmaceutical assistant to model to sports anchor

to having her own line of designer jewelry and hosting the show to sell it – Dallas is an inspiration!

Since she was old enough to pick up a pencil, Dallas has been an artist. She's been a published artist for more than 35 years and a Signature Member of the International Society of Acrylic Painters (ISAP), so a clean canvas and brushes serve as her favorite hobby. That is, when she's not in her garden or cheering for "her" Dallas Cowboys.

She appears LIVE on three network shows in Australia, Canada and the U.S., featuring her distinctive designs utilizing colored gemstones and diamonds. Her newest collection, Swarovski® Marcasite by Dallas Prince, represents effortless elegance and timeless appeal that brings vintage style to modern day.

I had a chance to speak with Dallas and learn more about her fascinating journey:

What do you find most interesting/challenging/rewarding about your job?

"My customers are the driving force behind my every move. Their stories interest me, their reviews challenge me and their purchases reward me. With social media, customers have an entirely new experience that connects them to you personally. It is like adopting a large family of jewelry collectors; it takes a lot of new designs to keep them all happy!

The jewelry industry has a captivated audience and as a 'diagnosed people pleaser', I feel obligated to satisfy their desires. Creating wearable art that showcases fabulous color and artistic finishing.....that is truly my motivation."

How did you decide on this career?

"This career actually chose me. Had someone told me 15 years ago that I was going to be an award-winning jewelry designer, I would have asked, 'On what planet?' I once read that "all roads lead home" and I believe that to be true. My road led to the jewelry industry and it has been a gift every single day."

What was your first job?

"My very first job was through a High School Program for Health Occupations. I worked as a pharmaceutical assistant at a local drug store which helped me get a pharmaceutical scholarship to the University of Houston as preparation for medical school.

Through an odd set of circumstances, I was asked to model for a national ad for Sears, and became a runway and print model for the next 11 years. It was during those years that my talent as an artist provided a wonderful platform for art direction, production and most of all, design.

Since television was the likely next step, I finally moved to Los Angeles where I became a news and sports anchor. The owner of the network was a partner in a small shopping network in Torrance, California. I was asked to develop a new on-air look for the network, as well as help with the overall sales presentations for the shows. The intent was to learn about the on-air performances and get them to a higher level of professionalism. On one fateful day, a show host with an emergency could not work and I filled in... it was a jewelry show. With an earpiece and a fabulous gentleman who gave me a wealth of information, I hosted my first two-hour show. Two weeks later, I had a jewelry show with my own time slot and the rest is history. From 1999 until now, I have appeared on television selling jewelry – and the best part is that for the last ten years, all of the designs have been my own."

Who was an inspiration to you?

"My inspiration comes from many areasFor life, it was my mom, Peggie. She raised 5 children by herself, worked 3 jobs until we were out of school and she gave her heart to everyone she knew. For selling on television, Colleen Lopez from HSN was my biggest inspiration. She gave her viewers a feeling of genuine trust. My mom introduced me to HSN during a visit home and I became instantly obsessed. Little did I know that it would become my career 8 years later. When it comes to jewelry design, I draw inspiration from Erica Courtney. Her story was one that I identified with and her passion is evident in everything she does. She designs with confidence."

Did you have a mentor?

"Early in my jewelry career, the foundation was built through working relationships. I was fortunate to work with Tomas Rodriquez who specialized in antique and estate jewelry. He gave me the knowledge for producing unforgettable one-of-a-kind designs. Most of my design proficiency came from working with Ari Sezgin and Robert Mulleneaux at Ari Jewelry. They taught me that impeccable craftsmanship is the basis for all good design. My work with them helped launch 'Dallas Prince Designs.'"

"Dallas is dedicated and driven - one of the hardest workers I know in our industry. She loves what she does and it shows in the quality of her jewelry. Dallas Prince Designs is proof that hard work pays off." – Tomas Rodriguez

Who do you admire most?

“When I entered the jewelry industry, I was very fortunate to have worked with several prominent business owners in the downtown Los Angeles jewelry district. Two of those people made a lasting impression on me without realizing the impact of their knowledge and friendship, Andrew Sarosi and Ruben Bindra. Both men had a quiet elegant nature and a welcoming hand shake. Andrew was the first person to tell me that I was a good designer and I will always remember him for that. We lost him this past year, but his memory lives on through those he touched. Ruben’s story could be a Hallmark movie, yet he is the most humble gentleman that I know. He taught me that reputation, honor and respect go hand in hand with being a part of the AGTA. He was also the reason that I first entered the Spectrum Awards.”

Note: Dallas received the Gem Diva Award for the 2013 AGTA Spectrum Awards™ for her morganite and diamond earrings. To view them and all the winning designs, go to <http://www.agta.org/awards/index.html>

Tell us about your staff.

“There are so many people that help make Dallas Prince Designs what it is today. The television home shopping industry is more demanding than ever, so I work with many overseas manufacturers to make that happen. My associations were built over many years and I believe they are the best in the business. My most loyal and talented staff member is my husband, Vincent Ciurluini. When my television business had grown considerably, I recruited him to help with the stone buying. He thought it necessary to become a gemologist to communicate better with my vendors, so he is now a GIA Graduate Gemologist. And, he has garnered his own success as an on-air designer and talent. We are a team of two that laughingly work across from each other every day.”

How do you promote your designs?

“Being in television provides built-in promotion and advertising for every event or show that I do. My television business has been built on creating a new line of jewelry every 45 days and with that, I must have an inspiration along with a story that works seasonally with each collection. These days, social media is imperative. It provides a way to deliver personal and professional profile information that updates customers in real time. My customers now promote my designs almost as much as the networks do. It is a part of my calendar every day.”

Dallas Prince Designs has been a Member of AGTA since early 2011. What do you consider the best benefit of Membership?

“There is something about the AGTA that just brings people together – it’s amazing. Being a Member of the AGTA was the conduit for growing my business outside of the television shopping networks. Most

designers start with building a brick and mortar business, however, I began solely on television. Realizing how special private clientele can be, I wanted to grow that side of our business and the AGTA provided a built-in family of professionals that I have come to trust in every aspect of my business.”

What is your advice to the new business owner/sales associate?

“This was passed along to me: ‘If you love what you do, you will never work a day in your life.’ I am a designer and I truly love what I do..... retirement is not an option.”

It is apparent that Dallas has a passion and love for the work she does – whether it’s on TV, at the design table, or for the local communities she supports. Giving back is a common thread among many successful entrepreneurs, and there are three local charities that Dallas supports – the Melanoma Research Foundation (MRF), Children’s Miracle Network, and the National Council of Jewish Women (NCJW). “Even though I’m not Jewish, this is a group of women working for women,” says Dallas.

Between designing a new line of jewelry every 45 days, traveling to Shop HQ in Minneapolis monthly for LIVE presentations, as well as four times a year to appear in Australia and Canada, Dallas is also launching a new website that should be available in June.

Dallas has a distinct connection to her clients. Perhaps it’s this insightful knowledge that has delivered over 4000 designs to her loyal fans and gives her a clear vision for creating future trends. Her tag line for Dallas Prince Designs is “Creating Tomorrow’s Collectibles for Today’s Customers.” She aspires to “continue to draw inspiration from the many talented artisans before me, sharing their legacy through new and innovative designs.”

My crystal ball says we can expect more beautiful designs from Dallas Prince Designs! 🌈

By Diane Flora, Membership & Education Manager

TOP DOWN: Melani mint green Garnet and Diamond ring; Cathedral rose Zircon earrings; Black Orchid Tourmaline and Diamond ring.

