



Soap opera audiences know the beautiful and talented Eva LaRue as Maria Santos Grey, the doctor with sass on All My Children. Prime time audiences know her as Natalia Boa Vista, the CSI with savvy on CSI: Miami. And now, Soapdom is delighted to introduce you to the Eva LaRue who designs beautiful, affordable jewelry, a line of go-to pieces that mean something not only to her, but to those who buy and wear them.

Soapdom had the opportunity to chat with LaRue about her stunning new jewelry creations, her time on CSI: Miami and her thoughts on the cancellation of All My Children.

Just in time for holiday gifts, lets start with the jewelry first. The name of the line is "Eva LaRue Fine Jewelry." The first thing we wanted to know was what inspired LaRue to design this line.

The answer is simple. She's always loved and admired beautiful jewelry. "For so many years in show business, I've been lucky to borrow fantastic jewelry from everywhere to wear on the red carpet," LaRue said. She always enjoyed wearing it.



Then, a few years ago, she was going through her own collection and noticed some pieces were out of date or no longer to her taste -- one in particular. Instead of giving it away, she decided to repurpose it.

"They were beautiful gemstones, I didn't want to give them away." As someone who always tinkered with drawing and sketching, she returned to the drawing board with her out-of-style piece of jewelry.

"I thought I'd start sketching out a new life for it and took it to my jeweler and it came out beautifully. He said 'you should start doing it for a living. '"

She thanked him for the compliment, but didn't take his suggestion seriously until an opportunity arose. "Someone asked if I wanted to do a line within a line for QVC. They wanted more of a red carpet line." Although things didn't ultimately pan out with that company, the bug bit LaRue.



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"I thought I could do my own line.," she shared. "I started nosing around and when someone was interested, I felt a red carpet line wasn't accessible enough. That's when my Aunt Laurie told me this quote: '(most women wear) 20% of jewelry 80% of the time.' Which was 100% for me. I grab my go to stuff. "

So LaRue created a line of things that you wear daily. Not only that, the items are going to mean something to you.

"For me, it has to have something to do with your spirit," she said. "Something that reminds you of the better part of yourself each day. Not religious-based but spirit-based. It's about doing the right thing, the better thing and involving your spirit. "



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LaRue also shared that for her, the pieces are also based on being a single mom. "When you first get divorced, you have all the angst, all the uncertainty," she revealed. "Then you have the realization of your kid leaving and going to her dad's for the first time. Your wedding ring and engagement ring are some of your most prized pieces of jewelry. I wanted to make something that was a symbolic relationship with our child."

LaRue turned to a moon and star jewelry design. "Moons and stars are always together in the sky, no matter how apart you are (from your child) you will always be looking up at the same moon. It was a really sweet symbol of my daughter Kaya and I always being together. A big part of the collection was that more pieces were going to be about the moon and the stars. "

"As single moms we also don't give ourselves permission to buy nice jewelry," LaRue continued. "But with the moon and star sentiment, maybe moms would give themselves permission to purchase it especially for what it represents and that it would be something that they would wear all the time and not put in the back of the jewelry box."

Which is why LaRue priced the pieces to be rather affordable. Price points range between \$95 and \$600.



The line is crafted of sterling silver or gold, but it's all about gemstones. Diamonds and tanzanite (which represents renewal), amethyst (which represents peace, healing and serenity.) "I use different color diamonds champagne and blue, for example. I use rubies in some and a lot of topaz."

"I think this jewelry is wearable. You can throw it on every day," LaRue noted. Along with the moon and stars designs, another recurring theme in the line is the nine-pointed star. "The nine-pointed star is for guidance. The number nine is for spiritual completion. The brand is all about the nine-pointed star and the moon and the star. The whole brand is to remind you of what's most important in your life: your family, your children, and staying connected to your spirit."

The jewelry was launched first in Canada as it was Canada's The Shopping Channel who approached LaRue and walked her through the process. She is now working on a deal with HSN here in the US, and is also looking into mass-market distribution. "Maybe soon you will be able to find the collection in the local department store near you," she enthused. For now, the line is available to US customers via LaRue's website at [www.EVALARUE.com](http://www.EVALARUE.com)

Soapdom will be back later this week with more on Eva LaRue where she dishes CSI: Miami, All My Children and tells us all about her latest television appearance, just in time for the holidays. Stay tuned.

