

FASHION

STYLE FILE

This TCU Entrepreneur Reshapes Dallas Fashion with her Unusual Jewelry

BY BRIAN WALKER

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Betty James Jewelry is designed by TCU grad Nicole Potter.

Betty James, an eclectic jewelry brand designed by **Nicole Potter** shapes Dallas fashion with its globally inspired designs.

Named after Potter's grandparents Betty and James Castellaw, the jewelry brand offers a unique ethnic charm with its vibrant colors and bold jewelry materials.

Potter, an art history graduate from Texas Christian University, has always had a passion for fashion. She's created a distinctive sense of style with her ready-to-wear art that is inspired by anything vintage and her life experiences.

Her jewelry strays from the norm while incorporating a traditional approach with the usage of foreign materials from different countries.

Betty James Jewelry, at Gemma Collection, 6715 Snider Plaza, 469.232.9357; and Sussie's, 4760 Preston Road, 972.335.2792.

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