

Andrea Gottschalk, Jewelry Artisan and Business Owner
Unikat Fine Jewelry
160 Bridge Street, Las Vegas, N.M.



Andrea Gottschalk fine-tuned her natural talent by attending gold smithing school in Germany, and has been making jewelry since she was sixteen. She gets as much enjoyment from seeing people’s reactions when they buy her jewelry as she does creating it.

Andrea was born and raised in Germany. She graduated from high school in 1985 and went on a two-year world travel adventure, including an extended visit to New Mexico. She returned to Germany and attended the Goldschmiede Schule in Pforzheim. In 1988 she came back to New Mexico “for the love of it,” and started a home-based jewelry business working as a subcontractor for retail jewelry stores in Santa Fe making special orders and custom pieces for *Spirit of the Earth*, *James Reid*, *Mitzi Lynn*, *Mahdani* and many others. She moved to Las Vegas, N.M. in 1995 and opened *Unikat Fine Jewelry* in 1998. Prior to that she did repair work for other jewelry stores in the area.

Making jewelry inspired her to become a business owner. The creation of jewelry and the sales aspect of it and going more and more into designs and repairs for customers directly taught her to have a good professional attitude with clients and subsequently made her a good business owner. “I cannot say enough how important it is to have a professional, service-oriented attitude to gain a good loyal customer base.”

Her jewelry creations are inspired by the color and shape of gemstones, which effects the design and outcome of a piece. “I also love gems in their natural uncut beauty and often set them just as they are found in nature. I love combining different metals into one piece and personally I am very drawn to geometric simple shapes. A lot of my own creations have that as a component of the design. And when I see a gem stone that grabs me at a supplier or at gem shows, I see a whole piece of jewelry around it in my imagination. That is what I create. I don’t sit down at the drawing table much and think a piece through from start to finish.” Andrea’s creativity often leads to changes as the piece evolves.

Being in business is a challenge and an opportunity all wrapped up in one great adventure. Andrea believes in working in concert with other business people and making the most of networking opportunities. With more than thirty years of experience under her belt, Andrea has grown *Unikat Fine Jewelry* into a successful enterprise. She is a jewelry designer who knows how to create a customer-friendly shopping experience.

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