

Journalist finds another outlet to channel creativity

Written by Christina Garner
Friday, 15 March 2013 10:37



Her jewelry is more than just her art; to Robyne Robinson it is her way of giving back to what she feels it has given to her.

For years, people watched Robinson anchor the evening news on KMSP-TV (Fox 9) but now she can be found doing another thing she loves – making jewelry. Though Robinson established her jewelry line, Rox, in 2003, it did not become a primary focus until after she stepped away from television and served as gubernatorial running mate to DFL candidate Matt Entenza in 2010.



"At some point in your life you want to explore all aspects of who you are," said Robinson.

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Within a year of starting her jewelry business, Robinson was approached by Frank Guzzetta, former president of Macy's North and current CEO of Ralph Lauren, who asked if she was interested in selling her jewelry in Macy's. She also talked to Shop NBC about selling her work. Though none of these deals flourished, Robinson was still able to find success.

Since establishing her jewelry line, Rox has been showcased at the 2008 and 2011 New York Fashion Week and in several art galleries. She recently displayed her jewelry at the Studio Museum in Harlem.



"It was an honor to have my jewelry at a place where they have contemporary artists like Banega and Kara Walker and old greats like Jacob Lawrence and Romare Bearden and my jewelry's in the next room," said Robinson.

Though on hiatus from the broadcast news, Robinson has not officially taken off her television hat. When she is not doing her jewelry, Robinson can be found behind the camera doing production work. Her most recent project was an informative documentary on diabetes titled "Diabetes Prevention Project." She has also taken up teaching. In April, Robinson will be teaching a class on the power of stones and healing at Mayo Clinic - Rochester.

"I just need to do this now," said Robinson of her endeavors.

With all her new activities, Robinson still finds time to give back to the community. One of her favorite events to do is "The Stir," by the Women's Foundation of Minnesota because of its support of successful, hard working women. Robinson also serves as an honorary chair of the Jeremiah Foundation that helps young mothers.

"I like things that are still challenging creatively and politically," said Robinson.

Robinson says she is blessed to have found as much success in her new career as she had in journalism. Her jewelry can be found at stores and boutiques throughout the country in cities such as Santa Fe, New York and Chicago as well as in the Twin Cities. Rox is also sold internationally in Athens, Greece and the Caribbean. In addition to being showcased in stores and museums, Robinson's jewelry has also graced the pages of *Seventeen*, *Cosmo Girl*, *Today's Black Woman*

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and
Redbook

Robinson tries to use earth and culture in everything she designs. Those who purchase Rox pieces not only get a unique piece, but they get the added bonus of having a handmade bag, created by African and Native American women. The money made from the bags is donated to HIV/AIDS relief efforts.

Robinson's jewelry can be purchased online at www.roxmpls.com .

On Mar. 16, Robinson will be at the Mall of America for the Bead Bash and later, in April, at the American Craft Council Show.

Robinson believes she could not have chosen a better time to pursue her jewelry career, saying her pieces reflect the life and style of women today. The new modern woman "wants jewelry that reflects where they've traveled and where they've been. They want something that tells a story," said Robinson.

To Robinson, Rox is more than jewelry; it's a spiritual connection that provides her life with balance and newfound purpose.

"I believe in seeing things through," said Robinson. "With anything you truly love you will find a way to make time for it."