



FASHION > TENDENCIES

Cara Brown, the Texan jeweler behind the buffalo bone and diamond initial pendants that have become fashionable among the most stylish Spanish women

Cara Brown Designs is the company behind the personalized pendants popularized by celebrities like Blanca Miró and María de la Orden. The jeweler tells us the secret to her success.

BY CLARA FERRERO PUBLISHED: 08/11/2025

A rectangular piece of buffalo bone adorned with two oversized initials set in silver diamonds. You've probably come across a pendant that matches this description while scrolling through Instagram. Content creator and entrepreneur Blanca Miró wears it, as does aristocrat María de la Orden, who is also the co-founder of the fashion brand La Veste. The design is by Cara Brown, a Texan jeweler who only sells them by special order and whose social media inbox is flooded with requests whenever she opens up new commissions.



DR.

Cara Brown's bone and diamond pendants.

"I honestly don't know how they discovered me, but [Blanca Miró] started following me on Instagram last year, and to be honest, I didn't know them at the time. But I soon realized the talent of both of them and the enormous influence they have. I even traveled to Paris with my husband to meet María at her shop on Rue de Tournon, and I loved her style and infectious energy," the designer told *Harper's Bazaar* via email. Her most viral pendant is just one of the creations from her brand, **Cara Brown Designs**, which was relaunched after a 20-year hiatus. After shelving a project designing luxurious Christmas baubles with a friend—which were even sold at the exclusive Neiman Marcus department store—two decades and three children later, she decided to use the surplus of those creations, which had been stored away, to shape her jewelry brand.



@VIOLETTABPHOTOGRAPHYPORTRAITS

Influenced by her mother, a renowned interior designer in Texas, who instilled in her a love for timeless objects—"I grew up surrounded by Persian rugs and antique accessories," she says—Cara imbues all her designs with the value of "classic and enduring style," focusing on **unique and exclusive pieces created from vintage finds**. "Living near Princeton, I knew the market I wanted to target and knew that people would want unique, yet classic, pieces. My natural attraction to *vintage* objects and my love for accessories—especially necklaces—came together and resulted in my most iconic piece: the Horse Brass Necklace," she explains. However, it's the initial pendant that's receiving the most attention after appearing multiple times on the Instagram *feed* of the founders of La Veste: "Although it was already very popular in the United States, their enthusiasm and support have helped my brand **grow rapidly internationally**."



With the launch of her new collection in January 2026, which will include a new **custom bracelet** inspired by a bone pendant and a 1930s charm bracelet, the Texan designer affirms that for her, jewelry is a style statement. "Although **I don't see style as something superficial**. I believe that the way a person expresses themselves through what they wear says a lot about them. Whether it's for a trip to the supermarket or a gala, jewelry requires little planning and is a simple detail that not only expresses your style but can also give you a boost of energy in your day-to-day life." Inspired by women who combine "classic style with joy," and whom she says she is fortunate to be surrounded by, the jeweler plans to continue gaining followers for her unique and timeless approach to jewelry.



CLARA FERRERO

Clara Ferrero is the digital editor-in-chief of Harper's Bazaar. A graduate in Journalism and Audiovisual Communication (2013), and a specialist in Fashion Communication, she has spent most of her career at S Moda magazine (El País). She is also the co-creator of 'Un Podcast de Moda' (A Fashion Podcast), the first Spanish-language podcast specializing in the topic, in which she reiterates everything she has already...