

# 'Ugliest necklace' in country made here

LAUREI GITHENS MATCH

STAFF WRITER

Bling it's not.

Blech is more like it.

A Brighton woman's strung-together collection of plastic toys, clay beads, fake jewels, a pop-can pull tab and — ewww — a filled packet of soy sauce has won the dubious honor of being named the Ugliest Necklace in America, in an online contest sponsored by a Nashville, Tenn., jewelry-arts company.



Feingold

Odds annual contest while cruising the Internet looking for creative challenges.

Starting with "a really hideous child's necklace from a dollar store," Feingold strung together various found objects, clay, metal, glass and shell beads, plastic toys and fake gems. The "necklace" is finished by a clasp from which trails a long dangling line of more objects



Provided photo

Brighton resident Sarah Feingold's creation was named "Ugliest Necklace in America" in a contest.

and ... um, Sarah, is that a banana?

"Yes. I had to," she says matter-of-factly. "It just looked so hideous that I had to do it. A banana that dangles down your back and ends at your butt. It's just so ugly."

So noted, counselor. Care to enlighten us on the soy-sauce packet?

"Well, I think that's the key to any necklace, really," she deadpans.

In truth, the necklace represents a girl's transition to womanhood, stress-

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ing the poignancy of how childhood "beauty" objects become ugly in adulthood, when remnants of take-out Chinese dot the home as toys once did.

While the necklace isn't the ugliest that Land of Odds owner Warren Feld has seen since starting the contest in 2002, he does feel it's among the best — which is to say, the most horrible — from a design standpoint.

"She violated many, many principles," says Feld admiringly. "That's actually very hard for a designer or jeweler to do. It goes against their training."

Specifically, he says, "many of the (necklace's) colors clash. In terms of symmetry, there is much about it that is off-centered. It makes the wearer look ridiculous."

"And it may evoke negative feelings."

However, it evoked only admi-

ration among online voters, who by Aug. 15 had declared it the best of 10 semi-finalists. "It was indeed so bad that it was good," Feld says.

Feingold's win entitles her to a \$992.93 shopping spree on the site. She's already spent some of it buying more traditional jewelry-making items, for pieces like those found on her Web site, [www.feingoldjewelry.etsy.com](http://www.feingoldjewelry.etsy.com).

Those with sturdy constitutions can view her award-winning work — and other contestants' entries — at [www.landofodds.com](http://www.landofodds.com).

And what of the necklace? Surely Feingold will model her creation around town?

"Well, no. Something like that just doesn't get worn," she says smoothly.

She may simply store it away in case she has children someday.

"I'll pull it out and say, 'It's worth millions!' and see what they say." □

LEIGH@DemocratandChronicle.com