

Jewel of a life

Success rings true for one Temecula entrepreneur

Tina Steinberg has a special touch when it comes to crafting her unique, one-of-a-kind jewelry. Originally from Arizona, Tina calls upon a rich Mexican heritage, as well as the example of her hard-working parents, to create beautiful, inspired jewelry pieces that are both artistic and sentimental.

She studied psychology and social work in college, and worked in those fields for 10 years before turning her attention to more creative pursuits. With her husband and 2 children, Steinberg has made her home in Temecula for the last 8 years, where she has been able to enjoy her love of “music, writing, reading, collecting Mexican folk art and vintage artifacts, and spending time with people I love.” She has managed to grow a thriving, personalized jewelry business and has collected quite a following:



Q: How long have you been creating custom jewelry?

A: I created my first piece of jewelry in November 2003. It was a photo-bracelet of my family that I made for myself. At first, I was reluctant to show it off because I knew others would want one, too. It's been a whirlwind ever since. I've since stopped making my photo jewelry because the fingerprint jewelry and other custom silver jewelry have kept me hopping.

Q: Where do you find your inspiration for these unique jewelry pieces?

A: My biggest inspiration comes from my children and my husband. Their presence and their beings connect me to parts of me that I might normally keep to myself, but now that I have an artistic outlet, I show it in this way. I'm also inspired by other people and their stories, and by various artifacts that I find in random places.

Q: How are you able to balance work and home?

A: I balance work and home by trying to stay

healthy so I can meet the demands of my family and my customers. I enjoy exercise, eating healthy, spending time with people and doing fun, non-business-related things. All that helps keep my energy going and keeps me balanced. I'm pretty self-disciplined and organized, so that helps, too. Most importantly, I have an incredibly amazing husband and kids. They know that what I do adds to my well-being and contributes to other peoples' happiness in an intangible way, and they are very proud and supportive of that. They often help me or do their own creative projects alongside me.

Q: What challenges have you faced in growing your business and how have you overcome them?

A: My biggest challenge is trying to create everything I think of. With time, all my ideas come into fruition and it usually happens at just the right time, so I've learned not to push and let things come as they will. Yet, I still feel impatient at times.

Q: Do you have any special events coming up?

A: I do (host) private parties where I either come to your home to fill custom orders, such as the fingerprint jewelry, or I'll bring my entire collection for the ladies to have a (unique) jewelry shopping experience.

Q: If someone wanted to find your jewelry, where would they look?

A: My website, tinasteinberg.com, offers about half of my collection. Customers usually use my website to get ideas for creating their own custom piece. About 75% of my sales are custom orders. I just started working towards placing my jewelry in higher-end boutiques, so you can also find my jewelry at Teeze Boutique in Fullerton and at The Collette Boutique in Temecula.

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