



BEAD OF THE MOMENT!

Now that every socialite is adding "jewelry designer" to her résumé, we thought we'd let you in on the current obsession within the DIY set: The vertigo-inducing, infinity-stretching, mammoth mecca of accessories that is South Sun beads in Serra Mesa. "Some

women come here daily," says CEO Shlomo Gruer, who moved to S.D. from Zimbabwe, where he worked as an exporter for fashion giants like Perry Ellis. "They get addicted to this beading thing." Argentine rhodocrosite? Got it. Nigerian amethyst? Check the "purple aisle." The selection dwarfs that of trendy \$20-a-bead boutiques, and it also offers classes. For people who'd like to skip the pesky "designing" part, South Sun Products also has finished jewelry in its newly expanded 18,000-square-foot retail space, the largest of its kind in the country. 8601 Aero Dr., Serra Mesa, 619.687.3800.