

QVC: Kathy Levine's résumé reads like the classifieds. High-school Spanish teacher. Realtor. Medical secretary. Hotel salesperson. Yet her most lucrative career choice remains becoming one of the first QVC program hosts!

QVC: From 1986 to 2000, Kathy entertained viewers with her sharp wit and "jewelry diva" personality. Now, as creative director for LaVintage Fashion Jewelry, Kathy returns to QVC as the brand's on-air spokesperson. She's thrilled at the chance to make women feel fabulous with her antique-inspired designs.

Kathy Levine: Hi everybody! Here I am! What a fun hour.

Cindy: How does it feel to be on the other side of this? You are now selling vs. a host?

Kathy Levine: I felt very comfortable being with Lisa, who is a friend and a pro. So, I knew I could be myself and we would do just fine.

Peggy: How often are you going to be on the air?

Kathy Levine: About every five minutes, until you're so sick of me you'll hate me! Actually, about every couple of months as new product comes in. And we are looking at May for our next show, hopefully.

Anon: Do you think you'll be back on a regular basis?

Kathy Levine: Many people have asked me if I will become a host again. And the answer is "Nooooo!" Too old. Too ornery. And I like LaVintage too much. It will keep me very busy.

QVC DIVA MOM: Kathy, I miss you on QVC. Will you create more than just jewelry to sell on QVC? I'd love to see you on more often!

Kathy Levine: LaVintage is creating accessories and surprises. I will come on as often as you will let me.

Nancy: I always remember you on the air with Joan Rivers. Do you still keep in touch with her?

Kathy Levine: I just wrote Joan the other day when she was here, to say hi. And I have called her on her birthday, and on other occasions. I saw her two months ago. We had a lot of laughs, like old girlfriends who never lost a beat.

Leigh: Hi Kathy! Love the jewelry. It's great to see you back at the "Q"!! Is Chelsea still with us?

Kathy Levine: Chelsea, my dog, died of liver cancer when she was 11. I miss her every day. Steve and I talk all the time about another dog, but we travel so much it wouldn't be fair. So I'll wait until I'm an old lady stuck at home.

Chris: Do you have a website as well for this jewelry??

Kathy Levine: It's QVC.com.

Ang Lui: Where do you find your inspiration for such beautiful jewels? Do you visit museums at all or look at great paintings?

Kathy Levine: Museums, Madison Avenue, Italy, Paris...and the famous antique jewelry makers of the turn of the century. The whole Art Deco period has thousands of designs. We have 8 designers in 3 different countries creating the jewelry.

Leigh: Obviously your debut show was a success! When will you be back?

Kathy Levine: We are looking at May. We need to get the jewelry in!

Mary Ann: So glad you are back! Love the jewelry. Are you going to do hearts in the future?

Kathy Levine: Oh, I am the Queen of Hearts! It's on its way!

Momma Cat: SO good to see you again, Kathy, missed you. Where is LaVintage Company based?

Kathy Levine: Outside New York City.

Sangreal: The cuff is breathtaking. Is New Orleans (colors) the inspiration for your line?

Kathy Levine: I love that analogy, but it was more our desire to load up fabulous colors, and it turned out New Orleans style.

MaryAnn: Hi, Kathy. What have you been doing the last few years since you have been gone from QVC?

Kathy Levine: That's a loaded question! :-)

I left in 2000. I started my own sales training business for the TV shopping industry. And I got married, and I've made 2311 pot roasts! And I've been working in the past year with LaVintage.

Marco: How did you decide on the colors of the gems?

Kathy Levine: We look at the fashion trends, what colors people love, what they wear, what's most popular, and we try to combine them in attractive ways. You KNOW I love purple. Sometimes we will try 10 variations until we decide on the final piece.

Pandora: What is your most memorable QVC moment?

Kathy Levine: Joan Rivers gave me a real, live sheep for my birthday! She also gave me my own body-builder boy toy for another birthday. So all of my best moments seem to be with Joan. But don't worry, Lisa will cook up something good.

Matoma: What is a typical day in your life like?

Kathy Levine: I start my day eating. I finish my day eating! In

between, I eat six meals, and I nag at Steve. Seriously, I go to the gym every day for one hour (imagine what I would look like if I DIDN'T go to the gym. There's no TV screen wide enough.) Then I run errands - dry-cleaner, market, bank. And then I sit in my office and I work with LaVintage.

Linda: So great to see you again. Will you be bringing other types of jewelry than "estate" style?

Kathy Levine: It's mostly antique and retro, but styles will always evolve. You never know when there will be the next Kathy's ring.

Dionline: Will you be designing any jewelry with Diamonique stones in the future? And welcome back!!!

Kathy Levine: LaVintage is a creative process of costume jewelry. At this time, we don't have any plans to use Diamonique

ShooShoo: Do you suggest going up a size on your rings?

Kathy Levine: All the rings are QVC standard, so stay true to the size that you know. And our ring size guide is on the website.

Micky: Will you have earrings to go with the necklaces?? I ordered the Tigress Asymmetrical necklace and need earrings to wear too!

Kathy Levine: I agree! Where were they? We are working on them.

Elayne: Can you do a Kathy's ring in marcasite with purple stones? Glad you are back!

Kathy Levine: Great idea! How about LaVintage black diamonds?

Shirley: Through the years you often mentioned your Mom, how is she doing?

Kathy Levine: My mom is amazing. She's 86 (she'll kill me) and although she has had a tough winter, she is home and fine, and I am going down to see her tomorrow in Florida. She was watching with great pride, I'm sure. She'll have a list of LaVintage items that she would like to have.

Tina: When did you get started with LaVintage?

Kathy Levine: About a year ago.

Di: What do you miss most about being a QVC show host?

Kathy Levine: A pay check!

Jean: What other types of colors will you be adding to the line? Will all of it be in the Art Deco style?

Kathy Levine: Lots of spring pinks, raspberry, Swiss blue, more greens, shades of all the colors. And the styles will always be true to retro, but there will be lots of interesting designs, something for everyone.

Anon: Do you have back orders on your Circle of Sun bracelet?

Kathy Levine: We will have re-orders and wait-lists available as soon as

possible.

AZchick: Love your jewelry. Can you do something in Aquamarine crystals?

Kathy Levine: Aqua crystals are coming. I love them too.

Mim: Good to see you again. Whatever happened to Jeffery?

Kathy Levine: No one seems to know. He never kept in touch. I'm as curious as you are.

Gail: Will the company use simulated pearls in any pieces?

Kathy Levine: Yes, absolutely.

Robyn Misses Kathy: Kathy it was SO wonderful to see you again. You've REALLY been missed. Your line surprised me as I'm not much of a vintage jewelry lover but you had some really gorgeous pieces. Do you think you would ever do a line of LaVintage Turn of the Century hair combs? I'd love to see those. Thank You :)

Kathy Levine: That was one of the surprises mentioned earlier. Aren't hair combs exquisite? Imagine what LaVintage will do.

Inlandcldy: Loved the jewelry!! How about smaller rings for petite ladies?

Kathy Levine: You've got it! I agree. But remember, it's about the bold personality and not necessarily size.

Maddie: How did you come up with the name LaVintage?

Kathy Levine: It sounded like my name, and I liked it!! But, in truth, we wanted the name to represent the style.

Lin: Would you consider doing some bracelets on a smaller scale?

Kathy Levine: Already on their way. I scaled down a Big Triple Bangle, because I was thinking of the more petite/more conservative woman.

Michelle: Loved the jewelry collection; however, I'm a true "silver girl." Any plans to make more pieces in silver tone?

Kathy Levine: Absolutely! And stay tuned for Antique Rose.

Inlandcldy: Kathy, what is your favorite piece from the collection?

Kathy Levine: The killer necklace, Floral Fields. I really did wear it to a small wedding two weeks ago, 60 people at my friend's house. I wore the only dress that fit, basic black, and this necklace, and a woman wanted to take it home with her. I think it's absolutely classy and brilliantly done. The item is J-29923

Judy: Great to hear you seem happy and having a blast as usual. How did you meet your husband?

Kathy Levine: My husband ran an ad in a local newspaper before computer dating. He was looking for a tramp! Bingo! Seriously, he was looking for someone who loved to fly (he is a hobby pilot) and he loved travel

and fishing. I lied about the fishing, but we met and we adored each other instantly. We've been married 7 years.

Thorndike: Would you consider making more clip on earrings, in dangles rather than button style?

Kathy Levine: From now on, all of our earrings are going to be choice of clip or pierced. I have requested that all dangles have a removable piece so you don't have to wear formal, hanging earrings if you don't want to. In other words, a detachable, two-piece earring.

Carol: It's so good to see you again. I would like to see more items in the black diamond.

Kathy Levine: Me, too! Coming at you! If you saw my preview in December, that black necklace was magnificent. Keep an eye out for that one again - Evening Elegance was its name.

Lori: Do you have a blog so everyone can find out what you have been up to the past 8 years?

Kathy Levine: The folks at QVC are working with me to get something together.

Ruth1: What does Joan Rivers think of your line?

Kathy Levine: She's dying! I'm told she was very happy for me.

Nisee: How do you keep from aging? Honestly...you look younger than before.

Kathy Levine: Do you want a free piece of jewelry? Truthfully, I just gained 15 pounds and it filled out the wrinkles. :-)

Jewelry: Can you tell me about the how "black diamonds" came to be the name used in your jewelry?

Kathy Levine: Those crystals are not pure white, and the industry calls that color black diamond.

Hanna mom: Do you talk to former hosts that you worked with? Judy Crowell, Steve Coluntuno?

Kathy Levine: I talk to Judy all the time. She's happily married and they are living the life down in Florida. I hear that Steve lives in the area and is involved in the jewelry business, but I don't know more than that.

Ann: Will you keep the retro look or will you explore other jewelry periods?

Kathy Levine: We always explore lots of avenues, and this line is growing in lots of directions.

Wheels97: Do you think you think you will do any headbands or barrettes?

Kathy Levine: Hair accessories, yes. Some of our pins will go on velvet

headbands.

MGM913: The matte finish is a brilliant concept for this line. Your idea?

Kathy Levine: No, of course not! That's a LaVintage signature that existed. I handle more of the devil's advocate role, saying what I think the customer won't like or won't want.

Shir: Will you be having more 'light' pieces for us older, casual ladies?

Kathy Levine: Yes, we see that the floral earrings were very popular, therefore we know there's a large audience out there for smaller, more delicate pieces.

Anon: Do you still drive a Cadillac?

Kathy Levine: No, after 7 Cadillacs I gave up - too much gas.

Vicky: Kathy, since charm bracelets are hot, why not do a vintage charm bracelet?

Kathy Levine: I just gave the company my grandmother's real slide charm bracelet from the 1920s. We are looking at duplicating that. It is absolutely gorgeous.

Julie: Kathy, I'd love to see some silver jewelry with pink, and I'm SO glad you have the larger sizes!!

Kathy Levine: Think pink for spring!

Fran: Do you like the larger bracelets or the lighter ones?

Kathy Levine: It depends where I'm going. If I'm going to sit at a desk, I prefer lighter. If I'm going out, and I'm going to be sitting at a table where my outfit is insignificant I want my jewelry to scream. And if Steve gets out of line, it makes for a good weapon!

Deena: I missed the start of the chat. Will I be able to read your answers later?

Kathy Levine: We will post a transcript.

Rosine Martinez: Did you get to see all of your friends at QVC this visit?

Kathy Levine: I saw Bob, but I always see Bob - we are friends. And I saw a lot of behind the scenes people, but nobody else was here except Lisa. I see Lisa Mason and Mary Beth on occasion. Once in a while I bump into "Wheels" (Dan Wheeler). I don't know many of the new hosts yet, but I did meet Antonella and she is as lovely as everyone says. And she loves, loves, loves LaVintage.

Vintage Bea: What would you wear to a wedding in the spring on a Sunday evening?

Kathy Levine: If it's a formal wedding, I'd consider flowing chiffon pants in black or white with a soft colored twin-set idea. And then I would glam it up with you know what! Of course, black is always safe, but in the spring I

really enjoy a little bit of color.

QVC: Kathy, it's been such a pleasure chatting with you today, but our chat is almost over. Is there anything you'd like to add, before we have to close?

Kathy Levine: I'd like to thank everyone for tuning in. You made me feel very comfortable, and I had such a good time. I'm delighted to see that you love this jewelry as much as I do. Thanks so much for all of your support. I'll see you in 10 pounds! LOL

QVC: Thank you for your participation. We hope you enjoyed chatting with Kathy Levine of LaVintage Fashion Jewelry.

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