



PHOTOS BY MADISON LEIGH CREATIVE

# The Spirit Of Sunward

Carrie Calvin customizes her unique jewelry and hat creations while keeping the environment in mind.

By Laura Lieff

Originally from Ohio, designer and entrepreneur Carrie Calvin followed her brother to Colorado in 2007 and never left. Initially, she lived in Denver and worked as an environmental graphic designer. The company focused on branding spaces and her role was a blend of interior design, architecture, and graphic design. While at work, she experimented with a laser cutter to make a pair of wood earrings from scrap-modeling material and quickly found her passion for creating jewelry.

In 2019, Calvin started Sunward, her jewelry and hat company that also offers freelance graphic design, as well as laser

engraving, which includes cutting wholesale products for businesses and custom orders. Sunward was her self-described “jobby” (hobby job) until it became her full-time occupation in 2022.

“After some inner fights with my head and heart, I took the leap into Sunward full time, which has been a crazy, fun, and exhausting learning experience, and I love it so much,” says Calvin. “One of my core values is fun, so I try to make that a priority with everything I do.”

The name Sunward comes from her love of the sun which “represents positivity and keeping your face to the sun.” In addition to selling her creations via Sunward’s

online store, Calvin will be at various Eagle County events and on the road this summer with her unique pieces.

“For now, the roadshow is my path,” Calvin says. “Who knows where that will lead me, but for now it works. Maybe I’ll have a storefront one day!”

### ENTREPRENEURIAL + CREATIVE

As a one-woman operation, Calvin has experienced both positive and challenging aspects. She says the best part of her new career is “all the like-minded business-women” she crosses paths with because “they become sounding boards, cheerleaders, and friends.” Conversely, she says,

“the most challenging aspect is learning how to run a business and not just ‘be in’ the business. I’m entrepreneurial with a creative mind and those don’t always correlate. I’m figuring it out day by day, year by year.”

While Calvin sells both her jewelry and hats retail and wholesale, she has learned that customers love personalized items—especially hats. She adds, “Hats are on trend now! Although I’m always a jewelry designer at heart, hats are fun and I’ll stick with it as long as there is a desire.”

Another part of her business that has taken off—because people love to customize things—is laser engraving. “I engrave powder-coated and glass drinkware, wood ornaments and coasters, and cutting boards,” she explains. “I also do random projects like paper greeting cards, recyclable signs, and decor from cardboard.”

Regardless of what Calvin is creating, she prioritizes the environment. For example, she uses recycled silver, and leather materials that are vegetable-tanned (naturally) rather than Chrome-tanned.

She also designs her laser files to fill up the entire space, allowing her to use every square inch possible, so there is seldom any waste.

Additionally, each recycled silver piece tells a story—many of which can be found on her Instagram page. In one post she talks about the process of making an Eye charm from recycled fine silver where she uses a mold from her hand-carved linoleum block to create an original piece. In another post, she demonstrates how she made earrings from a mold she placed on a canyon rock at the Colorado National Monument.

Calvin loves hearing her clients’ stories and customizing pieces for them by creating a style based on their personalities. “I love our community and connecting all my supporters,” she adds. “It really means the world to me that people keep coming back to support Sunward.” **MTN**

For more information, visit [shopsunward.com](http://shopsunward.com) or check out her Instagram at [@shopsunward](https://www.instagram.com/shopsunward).



### NEXT EVENTS

- **June through October** Vail Farmers Market
- **July 7-8** ARTwalk Festival Downtown Eagle
- **July 14-15** Gypsum Days
- **July 28-29** Carbondale Mountain Fair
- Shows in Nebraska and Austin

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