



World Renown Automotive Photographer Explores Connections Between Vintage Cars and Vintage Jewelry

What do vintage cars and vintage jewelry have in common? If you pose this question to Royce Rumsey, his answer would be quite a lot, and he certainly should know. Rumsey is a world



renown automotive photographer, shooting vintage car collections for Mercedes-Benz, Ferrari and many leading private collectors. You'll also find Rumsey, an astute observer of fashion and cultural trends, at international vintage car shows, photographing some of the rarest and most painstakingly restored automobiles on the planet for the media and for collector-owners.

“Automotive design and the automotive market are largely product and lifestyle versions of fashion design,” he said. “Cars of any particular era reflect and influence the fashion and lifestyle trends of the eras in which they’re built. For example, it’s difficult to envision a Duesenberg J Roadster without imagining Carol Lombard or Clark Gable at the wheel dressed in sartorial finery of the day, including elegant jewelry.”

Rumsey’s love affair with automotive design began at the age of three when he was drawing pictures of cars with crayons. At the age of 12, his father gave him his first camera and photography became his passion,

particularly photos of cars. He earned a degree in industrial and automotive design at the University of Cincinnati and accepted an internship at Eli Lilly in the early 1970s to not only continue a career



in medical products design, but to be close to the Indianapolis Speedway where he spent every spare moment taking photos of cars. It was at the speedway that he began to make connections with racing teams and car collectors who came to appreciate his approach to photography that is based on a technical understanding of automotive design.

Today, Rumsey is one of the world's most sought-after automotive photographers, recognized for a distinctive style of lighting and camera perspectives. A portfolio of his work can be viewed at <https://roycer924-2.myportfolio.com>.

Given the close connection between vintage cars and vintage jewelry, Rumsey recently collaborated on a lifestyle photo shoot with Topazery, a leading Internet resource for vintage and



antique jewelry. The goal was to illustrate how vintage cars and vintage jewelry share a common heritage, brought together through Topazery's carefully curated vintage jewelry collection and Rumsey's stunning images.

“Working with Royce has given us an even stronger appreciation for the importance of making the beauty of past eras accessible to everyone, not only for nostalgia, but also for those who are discovering vintage for the first time,” said Jan Walden, founder of Topazery, which has been a leader in vintage jewelry since 2002. “These vintage products enhanced the lives of people when they were new, and they are still here to help us cherish the past and be inspired for the future.”

Rumsey views vintage cars, fashion and jewelry as emotional experiences that enhance human existence and express the personalities of the people who cherish the work of past eras. His thoughtful attention to the background of each vintage car he photographs has given him an appreciation of how the creation of cars and jewelry has intersected throughout history.

“Car design in the 1930s and 1940s was very much aligned with the high-end fashion industry,” he said. “Many of the car makers went to Lalique or Baccarat to design crystal hood ornaments for their cars. Also, when you look at the dashboards of these vintage cars, the level of aesthetic detail, the textures, the shapes and the feel of control knobs are quite intricate and painstakingly executed just as a jeweler would create a diamond ring, a necklace or a bracelet.”

It's in the emotional connections by owners and fans and in the creative processes by product designers where Rumsey sees strong parallels between vintage cars and vintage jewelry.

“Owning a vintage car is a reflection of personality, the same way that owning and wearing vintage jewelry is by its nature a statement of passion and excellence,” he said. “Vintage cars and



jewelry from the same eras share similar approaches in how materials were selected, the quality of those materials, how the materials were treated and the final designs. A vintage car may include design details, such as chrome embellishments, just as a vintage ring will have filigree and unique stone settings. This attention to detail for the sake of beauty and

expression is what brings vintage cars and vintage jewelry into sync.”

The attraction to all things vintage is intellectual, artistic and emotional for Rumsey who views vintage cars as “rolling sculpture,” similar to the attraction felt for art and history museums.

“The connection with vintage cars, fashion and jewelry is at its core about nostalgia,” he said. “When I attend a car show, I hear people say ‘my father or my grandfather had a car just like that.’ It’s an immediate emotional connection and a subtle recognition that vintage products were products of passion. The motivation wasn’t a balance sheet. It was a statement of excellence. It’s the same feeling you can have when you see a vintage engagement ring or antique necklace.”



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