



Michelle de Hoogh

**Managing Director
Miccy's Jewels**

Like many success stories, the story of Miccy's started with a personal wish. When Miccy's founder Michelle de Hoogh discovered that she had an allergic reaction to nickel and got bored of only wearing classical gold and silver jewelry, she decided to create a pair of gold plated, yet contemporary and unique earrings for herself. With a background in Art Design, Michelle's earrings soon caught the eye of friends. And not just her friends. Wherever she went, people complimented her on the beauty of her design. By 2012 she decided to take a leap of faith and founded Miccy's. Soon the brand grew on an international scale and her designs became a brand to know amongst celebrities and Royals. And although Michelle lives with her husband and two children in Dubai, she regularly visits her team of highly trained craftsmen in her Dutch atelier, who hand make every single piece she designs, with the love and care it deserves.