



Paging Matt Booth to Room 101... Matt Booth

Matt Booth has done it all, but settled on jewellery. Well, not exactly settled, but right now Matt's focus is on bringing positive energies to a heady list of clientele through the fine art of jewellery design and craftsmanship, but getting to this point was no snap decision, it took a reflective sabbatical and some life-changing experiences.

Words by Stephen Farrelly



Matt Booth is not a soccer player. Nor is he a self-help guru with the phrases "Check Your Attitude, Get MATTITUDE" or "Your Tomorrow Starts Today" attached to his name. And he's certainly not an English-born actor.

Matt Booth is the founder of Room 101, a jewellery craft outfit whose very focus on high-end design has led the team, and Matt, to branch into various areas of uber-style. Room 101 also works in cigars, clothing, travel luxuries and pretty soon, instruments.

"The cogs inside my mind never cease to turn," he tells us. "I have many things in my mental (and the physical) pipeline. [But initially] I was taken by this heavy silver accessory style I found thriving here in Los Angeles. I went from a fan, to a fanatic, to apprenticing under a master here in L.A. The rest is as we say "history in the making."

Prior to crafting fine jewellery and accessories, Matt was part of an elite US Marine outfit and happened to find himself stationed in the Far East. It would be here his fusion of modern style and craftsmanship with ancient energies and a respect of Eastern culture would plant its seed.

"Visiting the Far East, specifically Japan - one cannot help but to be humbled by the depth of their culture," he explains. "The imagery and character work in our jewellery collection are not only strong in appearance but even far stronger in significance. These pieces are my interpretation of specific characters from Buddhist culture - I have yet to find characters of equal power and meaning here in the modern day."

He's also musically disposed, and found himself powering through Hollywood's music industry where all of the elements mentioned above would coalesce into the idea to chase his design dream - to mix it up in areas

no one thought of mixing.

"I found that I was musically inclined when I picked up the Alto Saxophone in elementary school," he says. "Later in life I would find bass playing to be my outlet of choice. In fact it would be my involvement in the scene here in L.A that would ultimately lead me to create Room 101, and the lessons learned while surviving within that industry are some of the pillars that kept me safe from failure in this endeavour.

"I have always been concerned with bringing my designs to life - exactly how I imagine them," he continues. "Just as our jewellery product is - all of our classes of goods are made exactly how they should be - with the utmost quality. I think that sticking to our guns in this department has drawn consumers, celebrity or otherwise, to us. Placing a high quality product out in the market makes people take notice - after they take notice they begin to talk. Our name circulates the globe through many different channels. I would have to say first and foremost old fashioned word of mouth is what has and will continue to spread our brand name internationally."

More than just a business endeavour, Matt's Room 101 dream is one of bringing to life all of his passions, in a palatable way and in a format he can share. No enlightened person should harbour such ability and drive through creativity only for themselves, and it's in this humble notion the Room 101 brand continues to grow and be successful. It really isn't just a business, it's a lifestyle.

You can find out more by hitting up:
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