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# Pink Eyed SISSIES

by Emily Reagan  
Simply Hers Magazine



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and Sandi call  
themselves  
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When Sue Losey and Sandi Pfeffer discovered a case of antique optometrist lenses during a flea market excursion, they were intrigued. The sisters immediately conspired to repurpose the lenses. Given their ability to view old things from a new perspective, friends and family had often encouraged Sue and Sandi to turn their creativity into a business, but the sisters lacked the necessary inspiration. Their fortuitous discovery at the flea market combined their love of old things with a desire for new adventure, and the antique lenses became the focal point of Pink Eyed Sissies jewelry.

Why do Sue and Sandi call themselves the Pink Eyed Sissies? They jokingly admit, “We cry a lot!” The name also reflects their tendency to view life through rose-colored glasses. This quality gave them the confidence to start a business doing something they truly enjoy. Sandi, previously a controller at an auto dealership, was searching for new opportunities after the dealership changed hands. Sue, who lives in Florida, was helping her homebuilder husband run his office, but business had been slow. When an opportunity presented itself in the form of an old flea market find, the sisters put on their rose-colored glasses and got to work.

Sandi’s home in Jonesville, MI serves as a fitting headquarters for Pink Eyed Sissies. The quaint red-brick farmhouse, owned by her husband’s family since 1946, displays beautiful antique and vintage furnishings. Sandi says her older sister significantly influenced her style. “I’ve always enjoyed antiques, but Sue has been into vintage for years. Her closet is full of vintage clothes, vintage jewelry. She’s really taught me to appreciate vintage; it gives us a commonality, something to do together.” The sisters’ shared passion manifests in the beautiful necklaces and earrings they create.

With the exception of the hardware, Pink Eyed Sissies jewelry consists exclusively of vintage and antique materials. Each beaded necklace features an antique lens pendant. The sisters create settings for the pendants using vintage glitter, die cuts, and monograms. Pieces of old one cent postcards and Victorian trading cards serve as a background for each setting.

Sue and Sandi acquire their materials from suppliers as far away as Germany and Australia, but they prefer to obtain them the old-fashioned way. “It’s most fun when we can go do some shopping,” says Sandi, “although a lot of times we just have to do it online.” They find inspiration anywhere from vintage shows to flea markets. “I love the idea of using something historical that may have meant something to someone else,” Sue says. “It’s a way of preserving a little piece of that history.”

In addition to offering jewelry through their website ([www.PinkEyedSissies.com](http://www.PinkEyedSissies.com)), Sue and Sandi love to interact with clients at different shows across the country. This fall they will head south to participate in Country Living Magazine’s South Fair and Southern Lady Magazine’s Celebration, both in Atlanta. The sisters have found at every show that women of all ages love the jewelry.

This widespread appeal allows them to create custom pieces for different occasions. For an upcoming wedding, Sue and Sandi are designing matching pieces for the bridal party. They also combine their love of old and new in custom pieces refashioned from family jewelry or heirlooms. Because old-fashioned pieces often clash with contemporary fashions, the sisters will work with a client to design a new piece featuring materials from the old. It’s all a part of following their business model of viewing old things from a new perspective.