

Fairyland Lustre



Daisy Makeig-Jones was one of the most well-known Wedgwood designers in the early twentieth century. Her career as a fantastical designer began with her apprenticeship as a painter for Wedgwood in 1909. Four years later she produced oriental patterns of dragons, fish, hummingbirds and fruits that then developed into Fairyland Lustre in 1915. Makeig-Jones's line depicted brightly painted landscapes of floating fairies, elves, and forests, which was a much-needed distraction from the hard realities of the war.

Her bright and optimistic line gained much popularity among Europeans and it boosted business for the Wedgwood Company by providing a pricey product that penetrated the growing American market. However, Fairyland Lustre was brought to an abrupt stop in 1929 with the decline of the American market, due to the Depression. Aside from the declining market, the multi-colored lustrous wares were also expensive to produce and the turnout was not proving profitable. Like most trends, Fairyland had faded from fashion and could not compete against the new art director's move towards a modern style.

Although Daisy Makeig-Jones's career was brought to a short stop, she left behind a treasured legacy of unique work.