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NEW COLLECTION OF BRIDAL JEWELRY

TWO NEW GEMS TO DAZZLE THE BRIDAL JEWELRY INDUSTRY

A recent bride teams up with an award-winning designer to launch a unique new handcrafted bridal jewelry collection.

LOS ANGELES (October 29, 2007) – While more than two million weddings take place annually in the United States, each blushing bride searches for ways to infuse her own sense of style into each element of her wedding and make her special day as unique as she is. No one understands this better than recent bride Natasha Singer and award-winning designer Melonie Higashi, the creative duo behind Charm Collective (www.charmcollective.com), a stunning new bridal jewelry collection now available online. Singer and Higashi are quickly emerging as leaders in elegant, contemporary bridal jewelry design, with their signature handmade designer jewelry that captures the style and elegance that today's modern bride demands and the personal touch she deserves.

When Natasha Singer was searching for bridal jewelry as special and unique as her wedding day, she was disappointed by the selection in the marketplace. So instead of settling on mass-manufactured bridal jewelry, she turned to her friend and award-winning designer, Melonie Higashi. "A wedding is a celebration of love and I knew that Melonie would be able to create a tiara for my wedding as special as the love that my husband and I shared," says Natasha Singer, recent bride and co-owner of Charm Collective. "I was so overjoyed by her design that I knew it was something that we had to share with other brides.

Singer combined her more than 12 years of experience in the marketing and advertising industries with Higashi's double degrees in Design Art and Industrial Design to create a thriving business model that has had no problem distinguishing itself from its competitors. "Each piece in our collection is made by hand with the highest quality materials, keen attention to detail, and most importantly - with love. Not many designers can say that," says Singer.

Charm Collective specializes in tiaras, combs, earrings, necklaces and bracelets for brides. Each piece is crafted meticulously by hand, which means every piece is different and unique to the bride who will wear it. The collection features a variety of dazzling gems including Swarovski crystals, freshwater pearls and other semi-precious gems. The collection also features earrings, necklaces and bracelets for bridesmaids. "Your bridal party plays such a special role in your wedding day. Our collection is the perfect way for brides to express just how special their bridesmaids are to them and how grateful they are to have them share in such a momentous occasion," says designer and partner, Melonie Higashi.

Jewelry in the collection can be purchased from the Charm Collective website. The site features enchanting pictures of available products, elaborate descriptions and safe and easy online purchasing options. Shoppers can click on any selection and find suggested items listed just below the product image to help them complete their look. Charm Collective also offers custom orders.

For more information or to view and order items from this elegant new collection, visit www.charmcollective.com.

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