

FOR IMMEDIATE RELEASE

Contact and Images:

LIBERTINE®

At Renaissance Esmeralda Resort and Spa

44-400 Indian Wells Lane

Indian Wells, CA 92210

Tel: 760.773.0220

libertinejewelry@yahoo.com

www.libertinejewelry.com

LOCAL JEWELER IN CELEBRITY SPOTLIGHT AT NYC EVENT

(Indian Wells, July 22, 2009) Once again, jewelry from Libertine® fine jewelry salon in Indian Wells has been feted at the Jewelry Information Center's fashion editors' luncheon in New York City. The annual event that pegs upcoming trends in the jewelry world was held last month at Vermilion Restaurant in Manhattan.

"It's exciting that our small boutique is two for two," said gemologist-owner Matilde Parente about being chosen for the second time. Pieces from the boutique's handpicked selections were also featured at the 2007 event.

A Libertine® Collection ring comprising two leaves in eighteen-karat white gold and diamonds caught the trend-spotters' eyes among new designs by Roberto Coin, Gumuchian, Christian Tse, Barbara Heinrich Studio and hot couture goldsmith Alexandra Hart.

Style-savvy judges choose new jewelry never-before-seen by the press that displays exceptional style and quality, are on trend or that make an important statement from hundreds of submissions received from jewelers nationwide.

Helena Krodel, JIC's Director of Media and Special Events sized up the local boutique's ring by noting that this year, "Jewelry Information Center was thrilled to showcase some of the best jewelry we have seen in several seasons. Each piece was selected for its editorial appeal and overall design ingenuity. We selected a ring [from] Libertine Collection because it is spot on with three trends: it incorporates nature, uses baguette diamonds (a diamond shape that is resurging), and meets an attractive price point at \$2,000!"

Among the bevy of style-watchers at this year's event were VH-1, Jewelry.com, the Rachel Ray Show and *Lucky*, *Modern Bride*, *MORE*, *Cosmopolitan*, *Town & Country*, *People* and *W* magazines.

Nature themes and organic styling are trending up in jewelry fashion. "Leaf and flower motifs have 'green' appeal that's coming on strong," Parente added. Earthy styles can range from chunky to those like Libertine's leaf ring, which are

elegant and feminine. Celebrity-designed leaf-motif gold jewelry by Christina Applegate, Debra Messing, Lena Olin, Rachael Ray, Susan Sarandon, Brooke Shields and Pauletta & Denzel Washington have been celebrated by the World Gold Council, with all auction proceeds going to celebrity charities of choice.

Founded in 1946, the Manhattan-based non-profit Jewelry Information Center provides fashion forecasting and consumer-focused information about jewelry, history, jewel care and styling to the public and trade.

Libertine® fine jewelry salon is located inside the Renaissance Esmeralda Resort and Spa in Indian Wells, Calif. Libertine shops the world for affordable luxuries to serve sophisticated local residents and seasonal guests with signature style, quality and value. Libertine features new arrivals weekly, always gently priced.

For more information, visit www.libertinejewelry.com and www.jic.org.

#



Photo: Jewelry Information Center