

# Diamond Girl Jewelry

FOR IMMEDIATE RELEASE

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## **Celebrity Favorite Diamond Girl Jewelry Makes their Debut at JA New York Show** *Bringing Hollywood-Style to JA New York Retailers*

New York, NY—Celebrity-favorite Diamond Girl Jewelry will be making their New York City Debut at this year's JA New York Winter Show, being held at the Jacob Javits Center January 22-24, 2012. Diamond Girl Jewelry is the first collection by New York City-based artist Naomi Smith. Her collection translates the classic feminine look of traditional fine jewelry to practical designs for the modern women. Through her use of pearls, color gemstones and, of course, diamonds, Smith has created a collection that is delicate and sophisticated, but also includes some big, statement-making pieces sure to appeal to the retailers attending the JA New York show. She is unveiling her newest "Girls Best Friend" collection in January, giving media and retailers alike an opportunity to get a first-hand look at these unique looks.

"The JA New York Show is the perfect venue for launching my collection to a wide retailer audience," enthused Smith. "New York is the quintessential style Mecca, and I'm looking forward to meeting with and creating relationships with retailers from across the globe."

Since its launch in 2005, Diamond Girl Jewelry has been a favorite among A-list celebrities and style-makers. Boasting a clientele that includes Reese Witherspoon, Julia Roberts, Halle Berry and Katy Perry, Diamond Girl Jewelry is already carried in a number of retailers throughout the U.S. Smith will be showcasing her sparkly wears in booth 1974.

For more information, high-resolution images, to pull pieces for editorial photo shoots or to schedule an appointment, please contact Michelle Orman at (646) 302-5521 or via email at [Michelle@LastWordComm.com](mailto:Michelle@LastWordComm.com).

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### **Notes on Sample Press Release**

- Whenever possible, keep length of press release to one page
- Include your company logo at the top of your release
- Include “FOR IMMEDIATE RELEASE” and contact information for press inquiries prominently on the top of the page
- Keep in mind, media will cut your press release from the bottom up, so be sure to include the most pertinent information within the first two paragraphs of your release
- Other than any included quotes, the point-of-view of any press release should be third person
- Be sure to check grammar and spelling! Get another “set of eyes” to review your release before sending, just to be sure