



FOR: Team Blonde Jewelry
350 Circle Avenue, 2nd Floor
Forest Park, IL 60130

FROM: Falk Associates
847.675.2580

FOR IMMEDIATE RELEASE

KEEP THE OLD AND MAKE IT NEW

Elegant, one-of-a-kind jewelry redesign allows you to recreate family treasures

Do you have something in that's been in your jewelry box for years, but you just can't throw it away because of its sentimental value? Maybe it belonged to your dear great-grandmother, but its style simply does not go with anything in your closet.

Take the crystals from grandmother's necklace and recreate a gorgeous choker with matching earrings. Use your great-aunt's gaudy bracelet to make a dainty anklet and toe ring. Heirlooms can become hip, meaningful pieces to keep in your jewelry collection. The results of Team Blonde Jewelry's redesigns will be priceless keepsakes that will never go out of style.

The two Chicago-area designers who founded Team Blonde, Heidi Vance and Jayne Ertel, know that antique accessories can be redesigned to fit anyone's current style. "Some customers come in with a huge necklace that used to belong to their grandmother or aunt. Although they wouldn't wear the necklace as is, they wouldn't dream of throwing it away," says Ertel. "We give them the chance to wear their precious memento by recreating it into a new style that fits them best."



-MORE-

TEAM BLONDE REDESIGN/Add One

Family treasures link generations in a deep, personal way. One may use these beautiful, recreated, hand-crafted pieces as gifts for other family members. After one woman's aunt passed away, she brought in her aunt's crystal necklace and had it redesigned into earrings for all of the nieces. These precious heirlooms will serve as gentle reminders of your loved one's special grace and brilliance, while reflecting your own personal style.

Since Heidi Vance and Jayne Ertel met in college, their friendship and passion for jewelry-making has blossomed. The result is Team Blonde Jewelry, a company that offers a collection of custom jewelry highlighting individuality and beauty. Visit Team Blonde at 350 Circle Ave, 2nd floor, in Forest Park, Illinois, and witness the place that empowers its patrons with spirit and elegance by offering expressive jewelry with timeless beauty. Please feel free to call (877) Blonde2 with questions or visit our online catalogue, complete with photography, at www.teamblonde.com.

*To learn more about the Team Blonde or to schedule an interview,
call Falk Associates at 847.675.2580.*

#

DIGITAL AND ANALOG PRODUCT PHOTOS AVAILABLE UPON REQUEST