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## Elan Luxury Collections Launching Kathy Ireland Jewelry Line

April 6, 2009. Elan Luxury Collections, LLC, a prime manufacturer of jewelry, announced today that they are launching a line of jewelry designed by Kathy Ireland, Chief Designer and CEO of Kathy Ireland Worldwide.

The new line will feature fine jewelry including bridal and fashion products offered in collections inspired by the design styles that are the hallmarks of Kathy Ireland. "We are very proud to enter into this relationship with Kathy," said Nikhil Jhaveri, President of Elan Luxury Collections. "Her unique and captivating designs, combined with our prime manufacturing capability will allow us to offer exciting jewelry at family friendly pricing. We will also offer a comprehensive marketing program to our retail partners that will appeal to the growing community of Kathy Ireland friends. "

The line has caught early attention from the jewelry industry, and key retailers have committed to adding Kathy Ireland Collections to their assortment. "We are ecstatic about this pre-launch interest in Kathy Ireland Jewelry," says Jhaveri.

"This new relationship with Elan Luxury Collections is very exciting," said Kathy Ireland. "Nikhil and Ela Jhaveri are extraordinary people. It is the wish of both companies that our designs will bring fashions and excitement to our retail partners and the families they serve. We are delighted that our vision for jewelry has found a beautiful home."

### **About Kathy Ireland Worldwide:**

Kathy Ireland Worldwide® (KIWW) is the design and marketing firm founded in 1993 by Chairwoman, CEO and Chief Designer, Kathy Ireland.

The mission of KIWW is "*...finding solutions for families, especially busy moms.*"

Forbes Magazine, Wall Street Journal and People Magazine report that KIWW is a design empire, which grosses over 1.4 billion dollars annually in retail sales. KIWW designs over 15 thousand products including flooring, rugs, home furniture, office and entertainment furniture, lighting, decorative accessories, window coverings, bedding, mattresses, candles, apparel, jewelry, hand painted porcelain, top of bed fashions,

leather, ceiling fans, permanent florals, bath accessories, wall paper, skincare, socks and fresh cut flowers.

In 2000, KIWW began expanding its mission with the addition to the portfolio of brands, presenting “Design Ambassadors” ACafé by Chef Andre for food and entertaining and JduJ cultivated by Nicholas Walker for outdoor living and garden inspirations.

For more information on Elan Luxury, LLC and the new Kathy Ireland line of jewelry, please contact Nikhil Jhaveri at (213) 624-6422, or [nikhil@elanluxurycollection.com](mailto:nikhil@elanluxurycollection.com). For information on Kathy Ireland Worldwide, please contact Danielle Marie Owens at (310) 246-4600, or Steven Roseberry at (310) 557-2700. Ext. 110.

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