



JEWELRY + ACCESSORY DESIGN
PRESS KIT 2007



Introduction ...

KARALEE DESIGNS, A LINE OF UNIQUE + ECCLECTIC FASHION JEWELRY + ACCESSORIES

We offer a variety of handmade accessory products that range from kitschy and cute to bold and modern – belt buckles and cuffs, necklaces and pins, hair accessories and pet collars, just to name a few – all with Serra’s distinctive style of married materials resulting in a collection of fantastic, colorful, kaleidoscope-like jewels. Every design, handcrafted with bits of beads, glitter, charms, buttons, and paper, is a tiny canvas with an original piece of art to wear and share.



Signature Necklaces



Mini & Teeny Necklaces



Rings



Belt Buckles



Tilly Necklace



Bobbypins



Wrist Cuffs



Brooches



Dog Collars



Charm Necklaces

The Art She Knows Best

Aristophanes once said, "Let each person exercise the art they know best."

Karalee Serra, founder and owner of Karalee Designs, knows jewelry and fashion accessories. She discovered her passion by accident while she was a Communication Design student at the Massachusetts School of Art. With a little free time on her hands, she sat in on an 'Intro to Jewelry Design' class, and came out with a passion and focus for her future. From that point on she enrolled in every jewelry class she could find, including, but not limited to: glass beads, resins, advanced jewelry making and she is a PMC (precious metals clay) certified designer.

After graduation, Karalee entered the work force as a designer and teacher, got married and kept her desire to make jewelry alive by sketching every design that came into her creative mind. She knew that one day her dream would come true. Excited about the prospect and antsy about the wait she decided 'one day' wasn't good enough. Lock, stock and barrel, she took the plunge and in the fall of 2006, Karalee Designs was born

I can't express to you enough the quality and creativeness that goes into Karalee Designs. I have not been so excited about a line of jewelry and accessories in quite awhile. Karalee's passion, skill and imagination goes into every handcrafted piece. Working with common and unusual materials, the pieces are fantastic examples of wearable art.

Current items include:

- Necklaces
- Bobby pins
- Belt buckles
- Wrist cuffs
- Key chains
- Dog collars
- Pins

Currently developing a bigger and better Karalee Designs, this talented and driven woman has re-launched the website with even more exquisite pieces, including: rings, chunky and teeny necklaces, charms and special pieces for mothers. "I've been busy," she stated. "I love to make stuff."

The professionalism that Karalee exhibits in her pieces is very apparent. She knows that women want quality and sturdy accessories.

"I strongly believe in high-quality design and construction. Before unleashing a new design to the public, I create a test piece for myself, friends and family instructing them to wear it, carry it, and take it everywhere they go. I like to put my pieces to the test to make sure that you are receiving a piece that will remain in your wardrobe for many years to come."

Ladies, this isn't your dime store jewelry. Karalee Designs are wonderful examples of exquisite design, with focus on detail and magnificent craftsmanship. Don't take my word on it, see for yourself: www.karaleedesigns.com.

About...



There's something charming and special about Karalee Designs. You can't quite put your finger on it, but you know it the moment you see the keen craftsmanship. Perhaps it's the attention to detail in every handmade piece; or the distinct and unusual combination of materials used. Every design, handcrafted with bits of beads, glitter, charms, buttons, and paper, is a tiny canvas with an original piece of art to wear and share.



Owner and designer, Karalee Serra, offers customers a variety of accessory products that range from kitschy and cute to bold and modern - belt buckles and cuffs, necklaces and pins, hair accessories and pet collars, just to name a few - all with Serra's distinctive style of married materials resulting in a collection of fantastic, colorful, kaleidoscope-like jewels.

Serra, a graduate of Massachusetts College of Art, launched her jewelry design company in 2006 and has also been active in stationery manufacturing businesses for over 3 years. In addition to her design work, Serra has worked as a design instructor and is also an avid photographer.

Karalee Designs were most recently featured in Ready Made and Bust Magazine and are available at select boutiques and online.



Lulu Necklace

Contact:
Karalee Serra
508.746.2419
www.karaleedesigns.com
info@karaleedesigns.com