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id Your **LOVE**

i.d x-change by Igal Dahan to Debut Newest Bracelet “Lucky Love Charms” with Interchangeable Cord at 2008 WIMYM Fashion Trade Show in Las Vegas

(Los Angeles, CA) Jewelry giant i.d x-change casts its love spell at the debut *When I Move You Move* trade show in Las Vegas, August 25 – 28, 2008 with the launch of the “Lucky Love Charms” bracelet part of the “Charmed by Love” collection. **Designer Igal Dahan** describes his inspiration, “There are so many ways to express love and I felt that by designing an interchangeable charm bracelet with symbols of love would be a perfect way.”



i.d. x-change’s celebrity favorite “Cuffs of Love™” style will also debut a new interchangeable cord design. The “Lucky Love Charms” collection includes four exquisite love charm symbols; **Eye** (\$36) available in black, purple, sky blue, and navy blue; **Four Leaf Clover** (\$36), available in black, white, blue and pink; **Moveable Hamsa Hand** (\$48), available in navy blue and sky blue; and **Love You** (\$29), available in red. The charms are 14K white or yellow gold-plated with colorful enamel overlay on an adjustable cord that can fit men women, and children. The pre-tied cords (\$10 each) come in sixteen color options, black, white, red, blue, light pink, orange, purple, yellow, royal blue, navy blue, light blue, olive green, aqua green, beige, brown, turquoise, and fuchsia.

Every piece in the i.d x-change and I G A L D A H A N collection has a connection with love. “I design my pieces for those who embrace and want to express the connection of love they cherish with friends, family, and in relationships.” Designer and owner Dahan is the creative genius behind the iconic “Cuffs of Love™” bracelet and the razor “Pain of Love” pendant. His brands I G A L D A H A N and i.d x-change by I G A L D A H A N, encompass jewelry and accessories and soon will include fashion and beauty lines. A fifth-generation jeweler he moved from France, the love capital of the world to the United States in 2003. He launched i.d x-change in 2005 with instant success. His innovative interlocking cuffs have hit a cord with consumers and celebrities alike including Chris Daughtry, Snoop Dogg, John Mayer, Carrie Underwood, Pussy Cat Dolls, Nick Canon, Kim Kardashian, Terri Hatcher and teen sensations The Jonas Brothers.

The i.d x-change line comes in yellow gold or white gold plated pieces, with optional sparkling cubic zirconia accent, and sixteen vibrant colors cords. Gold, .925 silver and diamonds accent the The I G A L D A H A N line.

i.d x-change is a U.S. based company and is sold worldwide including Brazil, Puerto Rico, Aruba, Canada, France, Japan, Curacao, U.K., Dominican Republic and Mexico. To purchase and view the complete collection of bracelets, necklaces, pendants, and belts and learn more about Igal Dahan’s creations, please visit www.idx-change.com or www.IGALDAHAN.com. The showroom is located at 643 South Olive Street, Ste. 200, Los Angeles, CA 90014, phone 213-452-0500, email Igal@ID-Jewelry.us. For media inquiries please contact April Rushing at Rushing Media, 818.253.5385 or by e-mail at April@RushingMedia.com.



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