

ERICA  ANENBERG

NEW YORK • LOS ANGELES • TOKYO



Erica Anenberg is one of today's most creative and original jewelry designers. Her jewelry is on tour with everyone from Miley Cyrus to Rihanna to the Jonas Brothers and her fashion accessories are featured on TV everywhere, from the upcoming seasons of Keeping Up With the Kardashians to The Bad Girls Club. The list of leading celebrities and fashion influencers who wear Erica Anenberg jewelry includes Cameron Diaz, AnnaLynne McCord, Pink, Kristen Cavallari, Drew Barrymore, Britney Spears, David Cook, Lenny Kravitz, and many others.

With a design aesthetic that is dangerously sexy, yet classically innocent, Anenberg's inimitable style is unique, edgy and versatile. Her work has garnered the acclaim of fashion and pop culture media, such as Marie Claire, People Magazine, and Fine Jewelry News. InStyle Magazine promoted its "What's Sexy Now" issue with 5,000 of her sterling-silver word rings and Elton John ordered 1,000 of Erica's specialty key chains for his legendary gift bags for the Oscars Governor's Ball. Erica's achievements as a businesswoman and groundbreaking artist has resulted in articles on her everywhere from the Los Angeles Times to Entrepreneur Magazine's list of Rising Stars.

Although Erica is best known for her talent in bringing fashion jewelry to life; for example, she is the original designer of the Twosome™ ring which debuted in Maxfield LA in 2001, she is a true multimedia artist. She has been honored to design public works projects, such as the stained glass windows which adorn L.A.'s famed Kabbalah Center Synagogue, and signature event pieces, such as the 16-foot stained-glass ice bar for the Oscars and intimate glass keepsakes for guests at the Emmy Awards.

"My collection is how I help people tell their own story through creative expression," says Erica, "I make jewelry which reflects the individuality of the wearer." Her line of braille jewelry, in particular, has been recognized for its subtle conveyance of powerful messages. The Today Show has highlighted Erica's rings, pendants, and bracelets as an example of "the best trend" in fashion jewelry and Daily Candy declared Erica's jewelry to be the "go-to pieces in your jewelry box."

After graduating from California State University (Northridge) with a degree in photography, Erica studied glass at Pilchuck in Seattle and jewelry design at Otis Parsons College of Art and Design. Erica's collection is available at high-end retail locations in the U.S. and Japan, such as Dillards, Henri Bendel, Nordstrom and Kitson (who cited her as its top-selling accessory designer) and may be viewed at www.EricaAnenberg.com



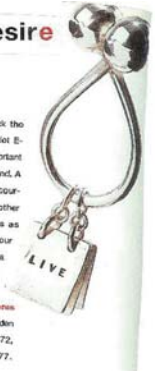
Stencil Initials by ERICA ANENBERG
AS SEEN IN 'GLAMOUR - JULY 2009'



a maxi dress, a sexy suit and \$10 superstar shades
Add a big floppy hat and it's an instant vacation—even if you're just going round the block.
Dress, \$148, Victoria's Secret Catalogue; hat, \$80, Seala Collections; bracelet, \$60, Mary Kate Steinmiller; sandals, \$39, Classified. Opposite page, from left, on Alexandra: bikini, \$90, J. Hurley; hoodie (around waist), \$42, American Apparel; sunglasses, \$11, Fivel Flare. On Theodora: swimsuit, \$88, Hurley; sunglasses, \$10, Girlpreps.com; necklaces, \$85 each, Erica Anenberg; clasp, \$30, Cross. See Go Shopping for more information.



objects of desire



keynote As you lock the door and head off to work, let E-Glass's key ring keep the important stuff in the forefront of your mind. A flip-book-like attachment encourages you to "Live your life"; other designs offer such homilies as "Free your mind" and "Save your soul." They're designed by Erica Anenberg, whose sterling-silver Word collection also includes jewelry (Elle.com). DeGrommet sported a "Hope" ring at the Golden Globes). To order key rings, \$72, call E-Glass at 888-834-5277.



style file

good karma Your jewelry box may be filled with cute treasures, but do any of them soothe the soul, calm the spirit, or shower you with good wishes? Take a deep breath and focus on more beneficial baubles, featuring messages, stones or colors that claim to make you feel as great as you look.



6. Erica Anenberg "for real" rings, which remind you to be yourself, \$18 each; E-glass, 818-780-7273.



the goods

how the beautiful people get that way

beauty



crown jewels

Courtney Cox Arquette likes the look of gems in her hair. The *Friends* star owns colored-glass barrettes by Erica Anenberg (\$12-\$22), which keep her locks in place—but are so much more practical than a hair. She's not the only celebrity whose mane sparkles these days—so do Drew Barrymore's and Liv Tyler's. Call 818-780-7273 or visit e-glass.com.



BOBG Max Azria stretch jeans, \$130; 888-636-2224. Erica Anenberg studded leather belt with gold-plated buckle, \$125; Heart On, Los Angeles, 818-780-7273.



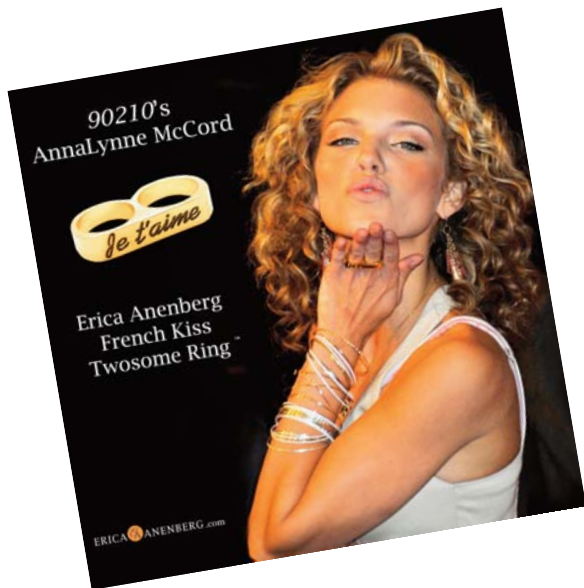
101 IDEAS

Get the Look for UNDER \$100

Pinstripes ruffled, pants cropped, oxfords python-ed? Menswear at work!



2. Bracelets \$65 each, Erica Anenberg at ericaanenberg.com.



AnnaLynne McCord
July 2009



Britney Spears
September 2008



Kim Kardashian
August 2009



August 2009
"Kourtney & Khloe Take Miami"



Pink on Ellen
April 2007



David Cook
March 2009



Kourtney Kardashian
August 2009

FOR IMMEDIATE RELEASE:

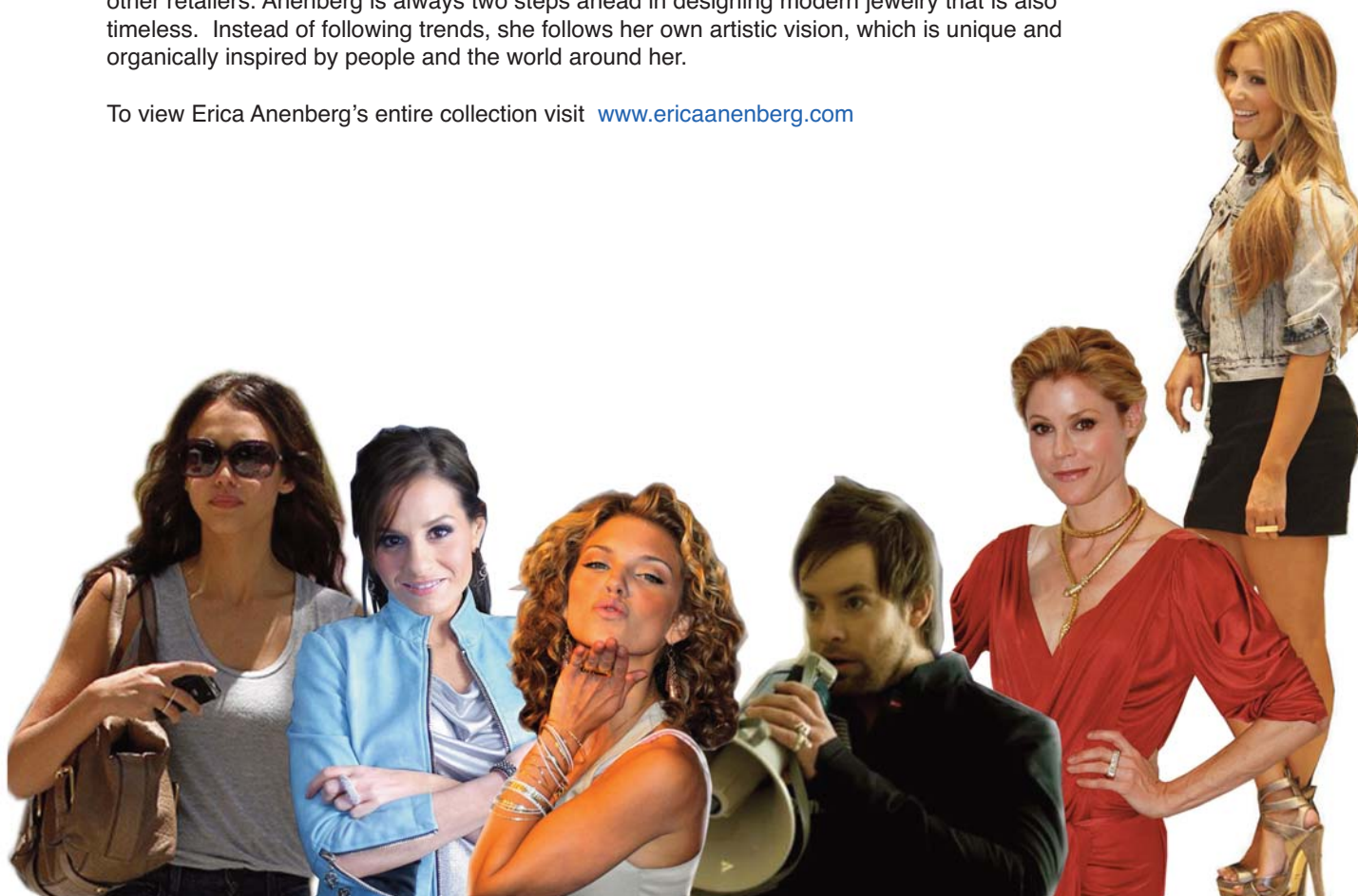
Twosome™ Ring Trend Leader Erica Anenberg Redefines Celebrity Style Los Angeles, CA

Bigger is always better, especially when it comes to rings. Enter the Twosome™ Ring. Everyone from Lauren Conrad to Rihanna to the Kardashian girls to American Idol's Kara DiGuardi to Korn's Jonathan Davis has been adorning themselves recently with these finger-monopolizing gems. Crude versions of so-called "knuckle rings" first emerged in the '80s, but credit for the modern burgeoning Twosome™ ring trend goes to Los Angeles-based designer Erica Anenberg, who pioneered the rebirth of the double-finger ring concept when she launched her trademarked Twosome™ Ring line in 2001. Anenberg's original design first hit the shelves at Maxfield's in L.A. and she has evolved the line into many different styles, which are top-sellers from New York to L.A. to Tokyo.

Erica Anenberg's Twosome™ Snake Ring is a coveted item among celebs, such as the Kardashians, David Cook, and Kimberly Caldwell. Annalynne McCord wears a Twosome™ ring design which reads "Je T'aime" across the face of the ring. Celebs look for Erica's eclectic series of double-finger rings because the broad variety of styles provides opportunities for any occasion. Whether one is looking to make a sparkly statement with a Swarovski crystal embellishment or a strong clean style in gold or silver, Anenberg's Twosome™ Rings are sure to garner attention.

As the world's premiere designer of Twosome™ rings, Anenberg is the style leader, with the largest selection of multiple-finger rings and U.S. national distribution through Nordstrom and other retailers. Anenberg is always two steps ahead in designing modern jewelry that is also timeless. Instead of following trends, she follows her own artistic vision, which is unique and organically inspired by people and the world around her.

To view Erica Anenberg's entire collection visit www.ericaanenberg.com



FOR IMMEDIATE RELEASE:

Kardashian Girls Love Erica Anenberg Jewelry

Miami, FL.—More than reality TV stars, the Kardashian sisters have become fashion icons with their bold and chic style statements. Nothing fits their fashion preferences more than Erica Anenberg's unique line of jewelry, which is featured throughout the Kardashians' latest program, "Kourtney and Khloe Take Miami" (E!, Sundays 10/9c).

Anenberg's jewelry is sold and displayed at Dash, the Kardashians' new Miami retail boutique. Kim, Kourtney and Khloe are personal fans of Anenberg's jewelry and are seen throughout the show wearing various pieces from Erica's 2009 line of rings, bracelets, and necklaces. The Kardashian girls are especially fond of Anenberg's signature style Twosome™ Rings, the design which launched the nationwide trend in two-finger rings.

It is not a surprise that the three very different Kardashian girls, each with her own distinct individual taste, all prefer Anenberg's jewelry. In fact, that broad-based appeal is essential to Erica's designs, which are lauded for their sexy, flexible, and contemporaneous charm. They appeal to women, whether they are serious, fun, sexy, strong, or all of the above—just like Kim, Kourtney, and Khloe Kardashian.

To view Erica Anenberg's entire collection visit www.ericaanenberg.com



FOR IMMEDIATE RELEASE:

Fine Jewelry News Lauds Erica Anenberg Jewelry

Los Angeles, CA—*Fine Jewelry News*, the respected journal of jewelry trends, style, and education, has commended Erica Anenberg's role as a trend leader in the growing trend of inspirational message-based jewelry.

In its Sept/Oct 2009 feature article, entitled "Get The Message," *Fine Jewelry News* traces the history and evolution of jewelry designed with an interwoven symbolic or text message.

Anenberg is acknowledged as one of a small group of designers who have led the way in creating inspirational, thoughtful, and uplifting jewelry for celebrities, trendsetters, and fashion-forward consumers.

Fine Jewelry News specifically highlighted Anenberg's unique line of Braille jewelry. Her pendants, rings and cuff bracelets are embellished with clever and playful phrases like "Love is Blind," and "Love At First Sight" in Braille, while the corresponding translation is engraved on its flip side.

The jewelry subtly delivers "powerful personal messages to share with those you love."

It's no surprise that they were impressed with Ms. Anenberg's innovative line of jewelry that has also garnered the attention of Bobbie Thomas, Style Editor of *The Today Show*. Thomas deemed the Braille jewelry as this season's hottest accessory and a perfect outlet for self-expression.



To view Erica Anenberg's entire collection visit:
www.ericaanenberg.com

Fine Jewelry News, Sept/Oct 2009

Erica Anenberg specializes in sentiments you can feel—literally. Several of her pendants, rings, and bracelets feature Braille writing on the outside, with the translations engraved on the inside. Phrases such as "Love is Blind," "Love at First Sight," and "Blind Faith" are powerful personal messages to share with those you love. Other pieces offer messages in more playful formats, such as her "Hope" puzzle necklaces meant to be worn by two people, or her openwork pendants featuring doves, four-leaf clovers, hearts, and stars.

FOR IMMEDIATE RELEASE:

Daily Candy Considers Braille Jewelry “A Sight To Behold”

Philadelphia PA—Daily Candy, the premiere source for trend forecasting with a credible insiders guide to the latest turns of fashion has joined the rising wave of popularity with their stamp of approval for Erica Anenberg’s unique line of Braille jewelry.

Pendants, rings and cuff bracelets are embellished with clever phrases like “Love is Blind,” and “Love At First Sight” in Braille while the corresponding translation is engraved on its flip side. The jewelry delivers a powerful message in a subtle way, which “makes them the go to pieces in your jewelry box,” according to Daily Candy.

Daily Candy is revered for their expert knowledge in fashion. It’s no surprise that they were impressed with Ms. Anenberg’s innovative line of jewelry that has also garnered the attention of Style editor Bobbie Thomas from The Today Show. Fashion advice guru Thomas, deemed the Braille jewelry as this season’s hottest accessory and a perfect outlet for self- expression. After

all, that *is* the essence of style, isn’t it? Indeed, Erica Anenberg understands that concept well: “I try to use symbols or words to express myself and the Braille line became an extension of the two.”

To view Erica Anenberg’s entire collection visit:

www.EricaAnenberg.com



AS SEEN ON THE TODAY SHOW



Fashion & Beauty / Style Buzz

Sparkle of the season: The best jewelry trends

TODAY Style editor Bobbie Thomas highlights fall’s hottest accessories

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FOR IMMEDIATE RELEASE:

Britney Spears Dons Erica Anenberg Necklace

Some people memorialize their children's names with tattoos but Britney Spears chooses to celebrate her boys with Erica Anenberg's beautiful three- piece 14K gold charm necklace. The design is simple—featuring two “Initial” medallions and one red heart charm. The letters P and J for Preston and Jayden casually hang below Britney's collarbone off a gold plated ball chain.

“Jewelry helps tell my story through creative expression,” said Erica Anenberg who gets her inspiration from the people around her. Her designs convey a message and she hopes that consumers can attach their own personal meaning to the pieces she creates. This sweet and humble neck garnish offers consumers the same opportunity Anenberg creates for herself: to tell a story, but in this case it's done by displaying the initials of somebody or something special. After all, what better way is there to keep something dear than by having it close to your heart?



Britney gets a “P” for Preston & a “J” for Jayden



To view Erica Anenberg's entire collection visit www.ericaanenberg.com

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