



Teru Amaro

the fusion of art and fashion
www.teruamaro.com

Owner/Designer: Dana D'Angelo
Aurora, IL

630.263.5595
dana@teruamaro.com

Appealing color, eye-grabbing texture and stylish elegance characterize *Teru Amaro*, a handcrafted jewelry line by River Forest, Illinois native Dana D'Angelo. In keeping with Dana's desire to use only the highest quality materials, she weaves her beautiful necklaces, bracelets, earrings and rings using Japanese bead weaving techniques and Swarovski crystals and Miyuki crystal and glass beads. Dana's signature design is her one-size-fits-all ring, which comes in three styles. She can customize the colors to match almost any outfit, which makes it even more popular.

The Teru Amaro line is in demand at boutiques across Chicagoland and as far away as British Columbia. Trunk shows featuring the line are popular with shop owners, and Dana participates in a number of these each year. The Teru Amaro line is also available at www.teruamaro.com and on Etsy at www.teruamaro.etsy.com.

Teru Amaro has an extremely loyal fan base. Customers find the pieces perfect for gifting and add them to their personal collections in multiples. "I'm addicted," says one happy collector. Dana is a member of the exclusive *The Artisan Group*, which juries and coordinates celebrity gift bags and Teru Amaro pieces have become a popular item for inclusion in these. So far, they have landed in the hands of Katie Holmes and daughter Suri, as well as Bethenny Frankel and Sarah Jessica Parker.

After selling enough rings to fund a water project and mission trip to Zambia in a matter of weeks, Dana opened Teru Amaro in 2007. She continues to give a part of proceeds from sales to charitable causes. Currently, Dana handles all aspects of the business from her home studio in Chicago's west suburbs, where she resides with her husband and son.

Affiliations

- The Artisan Group

Boutiques

- ALIKAT, Glen Ellyn, IL
- *Bella Caley*, Naperville, IL
- *Gray*, Winnetka, IL
- *Jeans and a Cute Top Shop*, St. Charles & Wheaton, IL
- *Kie & Kay Couture*, Elmhurst, IL
- *Sara Jane*, Chicago, IL
- *Sea of Bloom*, Sooke, British Columbia
- *Monogram Madness*, Naperville, IL
- *David Anthony*, Willowbrook, IL
- *Studio Melanie*, Naperville, IL
- *Sweet Color*



Events

Power of the Purse, It's All About Me!

Sponsored by Rainbows International

Sunday, April 29, 2012, 11:30am – 4:00pm

Eaglewood Resort & Spa, 1401 Nordic Road,
Itasca, IL

www.rainbows.org/events



Trunk Show Featuring Teru Amaro

Friday, April 27, 2012, 6pm – 9pm

ALIKAT Boutique

499 West Pennsylvania Avenue, Glen Ellyn, IL

www.alikatboutique.com

Girlfriends Shopping Getaway

Thursday, May 24, 2012, 6pm - 10pm

Kie & Kay Couture

Medina Country Club

6N001 Medinah Rd, Itasca, IL



Fight Like A Girl Club Fundraiser

Sunday, May 27, 2012, 2pm – 5pm

Dolce Amore Restaurant

2112 Winding River Drive, Naperville, IL

GBK's MTV Movie Awards Gift Lounge

Thursday, May 21 - Saturday, June 6, 2012

Hollywood, CA



Chicago Area Jewelry Line Teru Amaro Puts Bling Rings on Hands of Celeb Moms

Jewelry Line Teru Amaro is gifting its chic, Swarovski Crystal bling rings to Beyonce, Jennifer Garner, Kourtney Kardashian and 23 other Hollywood Moms in a collaborative gift bag prepared by The Artisan Group in honor of Mother's Day 2012

Online PR News – 24-April-2012 – This May, Chicago area jewelry line Teru Amaro, owned by River Forest, Illinois native Dana D'Angelo, will be putting a ring on it; or rather, on the hands of some of some Hollywood's most talked about Moms. Teru Amaro rings, which D'Angelo designs and individually handcrafts using Swarovski crystals and Miyuki crystal and glass beads, will be included in collaborative gift bags to be delivered to the homes of 25 celebrity moms, including Beyonce, Jennifer Garner and Kourtney Kardashian, in time for Mother's Day. This is not the first time Teru Amaro rings have landed in the hands of the stars. Its "Glam" and "Princess" rings have gone to Katie Holmes and daughter Suri, and Teru Amaro was recently selected to gift Sarah Jessica Parker. Teru Amaro rings will also be included in celebrity gift bags at the MTV Movie Awards in June.

"Teru Amaro rings are collected," said D'Angelo. "They're stylish and elegant but also affordable."

Teru Amaro rings are in demand not just for their beauty but for their versatility. D'Angelo designs the rings using top of the line, industry standard crystals and beads, and structures them as one size fits all, which takes the worry out of finding a ring that fits and lets them work on any finger. It also makes them ideal for gift giving. Teru Amaro also offers custom rings. Pulling from a palette of over 200 colors, Teru Amaro can match rings to almost any outfit.

According to D'Angelo, 12 locations carry the work and the line has been featured in about a dozen trunk shows over the last year. "Teru Amaro rings are collected," said D'Angelo. "They're stylish and elegant but also affordable. Customers don't stop at one or two, but come back for more colors and styles. They also love that the rings receive so many compliments. It's not unusual for boutiques to have new customers come in asking to buy the rings based on a referral from a friend."

D'Angelo launched Teru Amaro in 2009 when she realized, after funding a water project and mission trip to Zambia through the sale of her jewelry that she had a viable product to sell. The name Teru Amaro is a family tribute. D'Angelo's mother was Japanese and her husband is Italian. Teru is D'Angelo's middle name, and means "brilliant light" in Japanese. Amaro refers to the distinctive bittersweet Italian herbal liqueur that is a much-loved after-dinner tradition on her husband's side of the family. "My jewelry is a blend of superior Japanese materials and stellar Italian flair," said D'Angelo, "so the name Teru Amaro suits the line."

Teru Amaro supports a variety of charitable causes. Currently it donates part of sales from its Autism Awareness rings to the Autism Society (<http://www.autism-society.org>). "It's a thrill to have Teru Amaro jewelry designs in the hands of trend setters like Beyonce," said D'Angelo. "At the same time, it's important that I use my jewelry and my business to support organizations that are helping people in need."

Boutiques interested in carrying Teru Amaro jewelry designs can visit <http://www.teruamaro.com>. For press inquiries about The Artisan Group, please visit <http://www.theartisangroup.org> or email press@theartisangroup.org.

About Teru Amaro

Ten years ago, River Forest, Illinois native, Dana D'Angelo learned how to make jewelry and in 2007 created her first band ring using Japanese jewelry-making techniques. In 2009, D'Angelo turned her passion into a business when she launched her own jewelry line, Teru Amaro. Her collection now includes bracelets, necklaces and earrings and is available in boutiques throughout the United States and Canada. Despite the rapid expansion of Teru Amaro, D'Angelo still makes each piece by hand using high quality materials.

Teru Amaro Story Lines – Spring 2012

- *Teru Amaro Swarovski Crystal Bling Rings Dazzle Their Way Into Buyers' Hearts*
It's not uncommon for Teru Amaro customers say they're addicted. Some collectors own five or more of the company's individually handcrafted, one-size-fits-all rings, and that's not counting the ones they've bought for others.
- *Stumped for a Mom's Day Gift? Teru Amaro Rings Fit The Bill*
Take the worry out of choosing a Mother's Day gift, with Teru Amaro's popular Swarovski Crystal bling rings. The rings one-size-fits-all rings are popular with fashion conscious women of all ages and eliminate worries about, "Will it fit?"
- *From Juicy Oranges to Maritime Blues, Teru Amaro has 2012 Spring Color Trends Covered*
Dana D'Angelo, owner of jewelry line Teru Amaro, draws from a palette of over 200 colors when designing her hand-woven Swarovski crystal bling rings. Because of this, her pieces readily reflect seasonal color trends and can be custom made to work with virtually any outfit.
- *Aurora, Illinois Jewelry Designer Embarks on Celebrity Gifting Journey*
Dana D'Angelo, owner of *Teru Amaro*, is all in on celebrity gifting. Her journey began in 2010 when she gifted a Swarovski Crystal bling ring, which she dubbed the "Skinny Girl Margarita", to Bethenny Frankel. The handwritten thank you note she received back is a fond keepsake. Dana is now a member of the by invitation only *The Artisan Group*, where her meticulous attention to design, craftsmanship and packaging makes her jewelry a popular inclusion in their celebrity gift bags
- *On Mother's Day, Dana D'Angelo, owner of Chicago Area Teru Amaro is Finding the Balance*
Aurora, Illinois business owner Dana D'Angelo is one of a growing number of women who have seen the handcrafted movement speed them along on their entrepreneurial journey. As a business owner/designer/wife/mother, it's a bit of a juggling act. One that D'Angelo seems to have mastered,
- *Autism Society and Other Charities Benefit from Sales of Teru Amaro Jewelry*
It's no surprise that Dana D'Angelo, owner of Teru Amaro, is committed to helping charitable causes through the sales of her jewelry. After all, she was motivated to start her business after selling enough of her one-size-fits-all Swarovski Crystal band rings to fund a mission trip to Zambia in just a matter of weeks.
- *Love/Hate Relationship with Rings?*
If you love wearing rings but hate sizing them, you're in luck. Dana D'Angelo, owner of Chicago area jewelry line Teru Amaro, has designed her incredibly comfortable Swarovski Crystal band rings in a stretch format, making them one-size-fits-all and virtually foolproof for gift giving.

Contact Information Dana D'Angelo at 630.263.5595 or dana@teruamaro.com if you are interested in pursuing these or other storylines.