

# Yuwei Designs Collaborates with the United Nations Trust Fund to End Violence Against Women

**100% of net proceeds from sales of designer jewelry pieces will benefit the UN Trust Fund**

**New York, NY** (September 15<sup>th</sup>, 2014) – West-coast based jewelry designer Yuwei Lee of Yuwei Designs is launching an exclusive line of jewelry called the Opportunity Initiative to support the United Nations Trust Fund to End Violence Against Women (<http://www.unwomen.org/en/trust-funds/un-trust-fund-to-end-violence-against-women>). One hundred percent of net proceeds from the collection will go to this cause, which is devoted to preventing violence against women and girls through services and advocacy. The Trust Fund is managed by UN Women, on behalf of the UN system (<http://www.unwomen.org/>). Eight limited edition designs will be produced in partnership with the organization to raise awareness of the innovative and effective strategies pioneered by UN Trust Fund grantees. Customers can purchase these philanthropic-inspired pieces at <http://www.yuweidesigns.com>.

Yuwei designed the Opportunity Initiative collection by remaining true to her signature aesthetic, yet still picking up on the distinctive teardrop shape of the logomark for the UN Trust Fund. “It was important to me to incorporate significant elements of this empowering organization into the pieces. The teardrop shape of the logo represents the tears of survival of the women they support,” says Yuwei. “I am no stranger to domestic violence, so I hope to allow this collaboration to guide my healing process. I am so incredibly connected with this vital work and I am honored to help support it in this way.”

Key pieces of this handcrafted collection will include 18k gold-plated earrings, bracelets, necklaces, and rings that tell a story of strength, power, and dignity, drawing from Yuwei’s own life experiences. The designs incorporate orange citrine stones that are used as one of the colors of the Fund’s brand and which symbolizes a bright future, without violence against women and girls. Prices will range from \$145 to \$1795.

“The UN Trust Fund couldn’t be more thrilled to begin this new partnership” says Aldijana Sisic, Chief of the UN Trust Fund. “The Opportunity Initiative will not only provide much needed support for our efforts to end violence against women and girls, but will connect individuals to our cause in an entirely new way.

## **About Yuwei Designs:**

Yuwei is a women's luxury jewelry brand crafted on the beautiful and sacred island of Bali. Each piece is made from sterling silver with 18k gold. Its signature look blends the masculine and feminine — bold, geometric lines meet rose petal-shaped delicateness, creating natural balance. Yuwei’s travels to Bali first began in 2011, where she was mystified by its beauty and simplicity. These visits helped her unearth her deep desire to design. She gave in to that desire and Bali became the natural choice of where she wanted her jewelry made. The brand is inspired by the empowerment of being a strong and beautiful woman. Yuwei creates daring yet wearable designs for women everywhere.

## **About the UN Trust Fund to End Violence Against Women:**

The UN Trust Fund to End Violence against Women (UN Trust Fund) is a testimony to the global consciousness that violence against women and girls is neither inevitable nor acceptable. The UN Trust Fund is a leading global grant-making mechanism exclusively dedicated to addressing violence against women and girls in all its forms. It supports effective initiatives that demonstrate that violence against women and girls can be systematically addressed, reduced and, with persistence, eliminated. To date, the Trust fund has awarded \$95 million to 368 initiatives in 132 countries and territories. It currently supports 78 active initiatives in 71 countries and territories with grants totaling \$56.8 million.

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