



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Shop LC Launches Lustro Stella Jewelry Collection**

*Texas Home Shopping Retailer Announces Premium Cubic Zirconia Sterling Silver Line*

AUSTIN, Texas, May 6, 2019--- Today, Shop LC, a Central Texas-based home shopping and ecommerce retailer announce the launch of Lustro Stella, a premium cubic zirconia and sterling silver jewelry line.

Lustro Stella draws inspiration from current diamond trends and presents them in modern, elegant, and durable designs. Featuring premium cubic zirconia, every jewelry piece is crafted from highly polished sterling silver. Created especially for value-conscious and fashion-forward women, Lustro Stella is well designed for Instagram ready photos and feelings of sophistication. Most pieces in the Lustro Stella jewelry collection retails for under USD 100. Shine on Every Occasion with Lustro Stella.

“From Sunday Funday to that formal wedding, Lustro Stella represents all that you need,” says Michelle Long, Director of Marketing. “Elevate your personal brand with the finest cubic zirconia the industry has to offer. Make a statement and let them wonder with these affordable jewelry options. No matter where you go, you will shine!”

The Lustro Stella jewelry line launches on May 8, 2019. View this launch event directly at <https://www.shoplc.com/livetv>.

#### **About Shop LC**

Headquartered in Austin, Texas, Shop LC (formerly Liquidation Channel), is a wholly owned subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated company with global sourcing and manufacturing capabilities. Shop LC is a value-conscious,

interactive retailer focused on the fine jewelry, beauty, fashion, home decor and lifestyle product categories. Established in 2007, Shop LC reaches approximately 80 million U.S. households via high-definition programming offered live 24 hours a day, seven days a week, 365 days a year. For more information visit [shoplc.com](http://shoplc.com) and download the interactive app on iTunes, Google Play or many other streaming devices or televisions.

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