



## Press Release

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### **New Collection of Jewelry Launched for Men**

*- Lovi Love Designs adds Lovi 4 Men to its portfolio of handcrafted jewelry -*

San Diego, Calif., 1 August 2007 -- Lovi Love Designs unveiled *Lovi 4 Men*, its newest collection of jewelry designed specifically for men. The Lovi 4 Men collection comprises of necklaces, bracelets and wallet chains made of both heavy gauge, sterling silver chains and rubber wrapped cords. All pieces are handcrafted and accentuated with masculine toggles, locks and pendants to complement today's fashion apparel.

A signature piece of the collection which sported a chunky, sterling silver toggle necklace with a lock surrounded by skulls was showcased in *Men's Fitness* magazine in April and again this month. All pieces can be purchased online at [lovilove.com](http://lovilove.com).

#### About the company.

Established in 2003, Lovi Love Designs is owned and operated by designer Stephanie Lovi. In addition to Lovi 4 Men, the company offers a vast collection of wire-wrapped sterling silver and gold jewelry for women. Each piece is handcrafted and designed using a variety materials including pearls, semi-precious and natural stones such as turquoise, abalone, quartz, jade, baroque pearls, amethyst and chalcedony. Original designs also encompass the use of vintage buttons, charms and distinctive clasps.

The Lovi Love Design collection is sold at [lovilove.com](http://lovilove.com) and can also be found at numerous resellers throughout Southern California.

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