

PRESS RELEASE FROM

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FOR IMMEDIATE RELEASE:

**Joolz Hayworth
Partners with Artist Debra Valencia™**



LOS ANGELES, CA October 2010 Mix eye-catching bracelets with colorful graphic patterns and pop art and you have a one-of-a-kind fashion statement that “everyone will notice.” That’s the tagline for the Joolz Hayworth collection – a line of colorful acrylic bubble stretch bracelets and metal cuffs that magnify memorable images such as retro lingerie ads, comic strips, animal prints and icons from the Mona Lisa to Frida Kahlo.

Most recently, the Joolz Hayworth collection (formerly known as “Jellie Joolz”) added licensed artist Debra Valencia’s distinctive pattern designs to the lineup. The Debra Valencia™ brand of sophisticated yet bold brand of surface designs feature lively floral, paisley, geometric and leopard print patterns. Valencia’s patterns can be seen on an array of products including handbags, stationery, gift wrap, fabric, tableware and more.

"I love the challenge of using the vernacular of kitsch and couture to tell a story with each piece of jewelry I design," said Jennifer Flatow artist, designer and founder of Joolz Hayworth.

Along with the imagery Flatow chooses for her collection, and the new addition of Debra Valencia's designs, the company will launch its "Build Your Own" option in January of 2011, presenting customers with the opportunity to create one-of-a-kind treasures with family photos and original art.

"Knowing that I am offering my customers a form of self-expression and delight is thrilling and enormously gratifying. I receive the most heartfelt fan mail for the custom jewelry. There is something magical about seeing your own artwork and family pictures transformed into these shiny, bubbly Joolz," said Flatow.

The Joolz Hayworth collection can be found in boutiques nationwide or online at Etsy.com. **SRP:** \$60.00 each or \$80.00 each for custom design. Minimum order required for wholesale pricing.

ABOUT JOOLZ HAYWORTH

The Joolz Hayworth jewelry collection is the creation of fashion visionary Jennifer Flatow, a former New York copyeditor, freelance writer and marketing director, who turned a life-long fascination with jewelry and handicrafts into a successful small business. Flatow operates out of her West Hollywood Studio and is endlessly inspired by vintage fashion and pop culture while staying abreast of current trends.

Featured in the New York Times, Accessories Magazine, and Giftware News, the Joolz Hayworth signature "Multi-Joolz" stretch bracelets feature five clear resin bubble cameo "Joolz" set in either plated or enameled settings and accented with coordinating beads. The metal cuff bracelets feature a single "Joolz" as a focal point.

Art truly meets science in the Joolz Hayworth Los Angeles-based studio where the jewelry is produced with Flatow's patent-pending process that renders the jewelry durable, fade-proof and super water resistant.

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