

**Patooties 2007-8 Holiday/Winter Jewelry Collections Feature Glistening Holiday Hues and Dark Edgy Metals**

**New York, NY** – This 2007-8 Holiday/Winter season, Patooties jewelry delivers a unique blend of elegant and edgy jewelry designed in Israel by Hely Designs and Sea-Smadar Eliasaf.

This season, **Hely Designs** builds upon its cocktail ring success with a new collection featuring round, star, and rectangle shapes and glimmering holiday colors. The unique feature of all the rings is that with their Swarovski bead



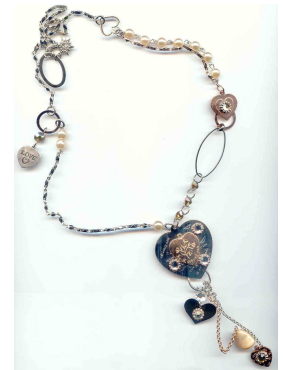
elastic ring band, they virtually FIT EVERYONE. “All the buyers say that these rings are pure fun,” says Pamela Azaria of Patooties. “Because each color is so

unique and brilliant, stores keep them in dozens and women buy themselves the same ring in many colors.” Hely uses Swarovski and Czech crystals in unlimited hues and textures, making these

rings fabulous gifts that can’t go wrong. Hely Designs shows several pieces in deep ruby red, Montana blue, and tanzanite purple.

Additional standouts this holiday season include this long rose

gold/silver heart necklace — a stunning, energetic statement of love (at right).



Using unforgiving dark metals and leathers commonly seen on rock and roll bad boys, the **Sea-**



**Smadar Eliasaf** Winter collection adds a warm feminine touch to macho provisions. The collection’s dark palette mixes textures in brass, silver, and suede, as shown on this multi-strand bar bracelet (on left). Flirty details include Swarovski teardrop crystals that dot this bracelet as well as necklaces with tiny hearts, strands of Swarovski pearls, and Swarovski drops (at right).

**Patooties’ Winter/Holiday 2007-8 Collection offers both glistening holiday hues and dark edgy metals in designs that will create head-turning looks this season.**



*Celebrity patrons of Sea-Smadar Eliasaf and Hely Designs include: Carmen Electra, Paris Hilton, Donatella Versace, Hilary Duff, Kirstie Alley, Natalie Cole, Sally Field, Leeza Gibbons, and Paula Abdul.*

For further information please visit [www.patooties.net](http://www.patooties.net) or e-mail [pamela@patooties.net](mailto:pamela@patooties.net)

**About Patooties**

Delivering the best of Israeli design with a guarantee of quality materials, Patooties satisfies customers with vibrant, urban art jewelry that is high-end, trend-setting and quality conscious.