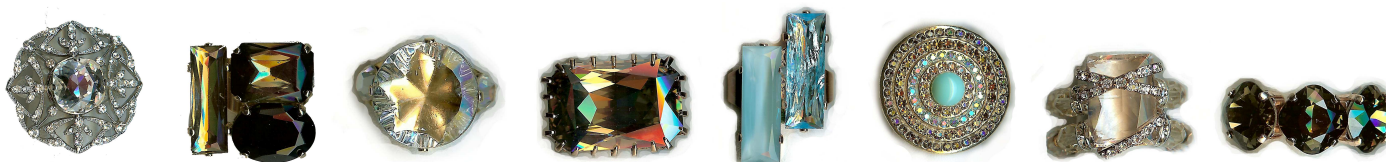


Luxury Love: Dazzling Jewelry for a Romantic Valentine's Day Patooties 2008 Spring Jewelry Collection

New York, NY – This Valentine's Day, Patooties 2008 Spring jewelry collection, designed in Israel by Hely Designs and Sea Smadar Eliasaf, is so dazzlingly gorgeous, that a suitor with Patooties in hand will need no assistance from Cupid.



Hely Designs builds upon its cocktail ring success with another new collection featuring chic adjustable crystal rings in attention-grabbing styles. All come in rich jewel tones (such as smokey topaz and golden) and bright Spring colors (including milky whites, aqua blues, and rosy pinks). The unique feature of all Hely Designs rings is that they FIT virtually EVERYONE, making them fabulous gifts that can't go wrong. An additional standout this season includes scores of romantic crystal earrings. These earrings (left), beg for an evening of pure romance, whether it's a black tie gala event or a dreamy night of dinner and dancing.



For the season of love, hearts are afire with **Sea Smadar Eliasaf**. The collection presents several pieces with stunning faceted Swarovski bubble hearts encased in metal. This necklace (at left), features bronze Turkish leather, a clear Swarovski bubble heart in yellow gold, connected by a circle of tiny Swarovski crystals. **Sea Smadar** also warms temperatures by pairing heavy metals with rich pearls and soft metallic leathers. The results are chic, modern pieces that will set trends and turn heads. This multi-strand silver and brass box chain necklace with freshwater



pearls (top right) is about simple, yet sophisticated elegant beauty. And, this snake braided leather wrap bracelet (bottom right) with a gold hook/eye clasp is as tempting as Eve's forbidden fruit.



With its captivating 2008 Spring Collection, Patooties jewelry will simplify Cupid's job on Valentine's Day.

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

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.

For further information please visit www.patooties.net or e-mail pamela@patooties.net