

Celebrities Dazzled by Patooties Jewelry at the 2008 Sundance Film Festival

Kim Kardashian, Cassandra Hepburn, Shar Jackson, Miss USA Rachel Smith, Lea Thompson
Enamored by Glamorous, Fun Israeli Jewelry

Sundance Film Festival: Park City, Utah — This year at **Robert Redford's** world renowned film festival, actresses were bejeweled and pampered at the Revaléskin Rejuvenation Lounge at Park City's Phoenix Gallery. Despite 12 degree temperature and piles of snow, the celebrity reaction to the jewelry by Hely Designs (official designer chosen by Swarovski) and SEA Smadar Eliasaf, presented by Patooties, caused a distinct elevation in temperature. Celebrities, including **Kim Kardashian** (Keeping Up with the Kardashians), **Cassandra Hepburn** and **Julia Jones** (Quentin Tarentino Presents Hell Ride), **Shar Jackson** (Celebrity Rap Superstar), **Rachel Smith** (Miss USA), **Elsa Pataky** (Mancora; Adrien Brody's girlfriend), **Faune A. Chambers** (The Curious Case of Benjamin Button with Brad Pitt by F. Scott Fitzgerald, Bring it On), **Lea Thompson** (Back to the Future, Caroline in the City) and many others, fell in love with the distinctive, bold and artistic intertwined leather, Swarovski and Czech crystals and plated metal designs.



Kim Kardashian in Hely Designs Necklace & Ring by Patooties Jewelry

Kim Kardashian of the new hit reality show **Keeping Up with the Kardashians** fell for Hely Designs long rose gold and Swarovski asymmetrical eye chain necklace and massive multifaceted emerald cut Swarovski crystal ring. "This is gorgeous, I love it. It is so me," gushed Kim in delight when she put on the jewels. Kim excitedly vowed to wear them around town that day, to the exclusive daytime and evening events for celebs and movie moguls.



Kim Kardashian's Necklace & Ring by Hely Designs from Patooties Jewelry

Miss USA Rachel Smith looked even more gorgeous in the SEA Smadar long natural citin stone, leather, and smokey quartz Swarovski Drop necklace she chose. Celebrity Rap Superstar winner **Shar Jackson**, loved SEA Smadar's brass and smokey quartz Swarovski crystal drop. **Cassandra Hepburn** swooned from her Hely Design's Swarovski and leather ring and brass/silver snowflake earring. All the women, enthralled by their new acquisitions, wore their jewelry right out the door to their professional events of the day and onto their glamorous nighttime adventures.



Miss USA Rachel Smith's SEA Smadar necklace

"Celebrities are particularly drawn to our designs because the jewelry has as much personality as the celebrities do," said Pamela Azaria of Patooties. "The pieces from the two designers are all very different from each other. Some are big, bright and bold and some are natural, quiet and earthy. Each celebrity has been able to put their finger on the exact piece that suits them in about two seconds flat because of how it personally speaks."



Miss USA Rachel Smith in SEA Smadar necklace from Patooties Jewelry

Other celebrity patrons include: Christina Ricci, Heidi Klum, Mandy Moore, Lucy Liu, Kerry Washington, Deborah Norville, Carmen Electra, Paris Hilton, Donatella Versace, Hilary Duff, Kirstie Alley, Natalie Cole, Sally Field, Leeza Gibbons, Christine Lakin, Emma Bell, and Paula Abdul.

About Patooties

Delivering the best of Israeli design and a guarantee of quality materials with jewelry by Hely Designs (official Swarovski designer) and SEA Smadar Eliasaf, Patooties satisfies customers with vibrant, urban art jewelry that is high-end, trend-setting and quality conscious. Patooties 2008 Spring Collection is so dazzlingly gorgeous, that a suitor with Patooties in hand will need no assistance from Cupid.

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

More pictures and celebrity news about the Sundance Film Festival to come from Patooties Jewelry.