

Patooties: Enhancing Holiday Style With Dramatic Jewelry

Birmingham, MI – In addition to purchases from thoughtful gift-buyers, boutiques around the country will see women this holiday season treating themselves to luxurious jewelry. With its innovative designs that pair beautiful Swarovski crystals with colored leathers and darkened golden pewter, **Patooties** jewelry (imported from Israel) speaks sensually to both women and men, in a way not unlike lingerie or perfume.



“The holiday collection is all about rich metallic earth tones in bold designs,” says Pamela Azaria, managing partner of Patooties. “It’s a look that women want because it’s noticeably sexy—enhancing without overtaking her personal style.” **Patooties** two collections, *Hely Designs* and *Sea Smadar Eliasaf*, feature holiday textures with faceted crystal Swarovski drops or natural turquoise nuggets on metallic leather cords or golden pewter and matte silver chains.

Sea Smadar Eliasaf: Urban, Modern, Sophisticated Art Jewelry



The Smadar collection’s signature piece, the terrifically popular Swarovski and metallic leather wrap, is a combination of crystals, multiple strands of rich metallic leather, and tiny 24K-plated charms that create versatile wrapping jewelry that is shockingly gorgeous as both a bracelet and as a necklace. The season’s dominant colors for the leather wrap include chocolate brown, dark crimson, and midnight black.



Hely Designs: Boundless and Bold Trend-Setting Jewelry

The Hely Designs collection’s holiday look features stunning long and large pieces that grace blouses, sweaters, and jackets, creating a bold yet romantic effect for women of all sizes. Hely uses a spectacular variety of exclusive crystals in an array of colors, textures, and hues. Rose and yellow gold dominate this holiday line, making a statement of pure style.



Celebrity Patrons:

- Natalie Cole purchased the Smadar leather wrap bracelet (Beauty Bar, Beverly Hills)
- Sally Field bought the Smadar leather wrap bracelet (LF Stores, Los Angeles)
- Paris Hilton purchased the Smadar leather wrap bracelet (Designer Details, Los Angeles)
- Donatella Versace and her daughter bought the Smadar leather wrap bracelet in gold (Beauty Bar, Beverly Hills)
- Kirstie Alley bought Hely’s necklace N489 in rose gold (Siren on the Boulevard, Studio City)
- Paula Abdul purchased Hely’s silk string bracelet, B333, in brown-turquoise (Beauty Bar, Beverly Hills).

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

About Patooties

High-end, trend-setting, and quality conscious, Patooties brings you the best of Israeli design with a guarantee of quality materials. Vibrant, urban and artsy, Patooties satisfies customers with distinctive jewelry that makes a statement that nobody can ignore.

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