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CONTACT: PAMELA BRANCH
(917)532-3368
pam@pambranchdesigns.com

PAM BRANCH DESIGNS DEBUTS THE “JUANITA’S JOURNEY” JEWELRY COLLECTION: AN EXOTICALLY BOLD COLLECTION OF HANDMADE JEWELRY

(Atlanta, GA) January 1, 2010 - Keeping with the tradition of naming her jewelry collections after her family and friends, designer Pam Branch has named her latest collection after her adventurous, vivacious and fun-loving Aunt Juanita. Juanita had a sharp sense of humor and a big personality. When Juanita took time off from being a nurse in the Bronx, she travelled all over the world. She took trips to Europe and cruised throughout the Caribbean. She loved to talk about her passion for Paris and her jaunts to Jamaica. Inspired by Juanita’s love of exploration and discovery, Pam Branch created the “Juanita’s Journey” collection.

“Juanita’s Journey” is Pam Branch’s interpretation of ethnic and tribal jewelry. Some pieces are simple and chic, while others, such as the chandelier earrings and bib necklaces, are complex and bold. All of the jewelry is made with natural stones, which are artfully linked together using sterling silver and 14k gold-filled wire and chain. The designer chose a pallet of vibrant oranges, reds, greens, and yellows as well as bright turquoise and corals for this collection. The natural stones embodying these colors are the perfect compliment to her ethnic-inspired theme.

“Juanita’s Journey” as well as Pam Branch Designs’ previous collections are available online at www.pambranchdesigns.com and at select retail stores. Visit the designer’s website for details about her jewelry as well as her ongoing efforts to raise awareness about diabetes, a disease that affects both her mother and father.

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