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Organic Meets Industrial in the Dreams and Jewelry Fall Collection

Dreams and Jewelry celebrates the season by unveiling a dazzling fall collection and redesigned online boutique.

San Jose, CA, September 19, 2006 -- As temperatures fall this season, modern women can heat up their looks with jewelry from the Fall 2006 collection by Dreams and Jewelry. The collection, which celebrates the explosion of color and contrasting textures of autumn, includes necklaces, rings, and earrings in a uniquely modern, organic style.

Designs are meticulously handcrafted and combine the traditional elegance of fine silver and gold with the industrial edge of copper, brass and Precious Metal Clay (PMC) to create classic silhouettes with contemporary twists. Fluid shapes are complemented by radiant gemstones and refined by delicate patinas, cutouts, and textures.

From bold, hand-forged silver pendants to individually crafted, intricate leaf designs, the Dreams and Jewelry fall collection honors women who are conscious of trends, but want quality pieces with timeless appeal.

"I'm so excited about my new fall collection," said Dreams and Jewelry owner and designer Andrea Oda. "My goal was to create a feeling of warmth with seasonal colors and textures, while keeping the sense of style intact. I've been working with different metals to create designs that modern women will feel both comfortable and fashionable wearing."

Dreams and Jewelry celebrated the release of the new collection by launching a redesigned online boutique, www.dreamsandjewelry.com. The boutique's warm color scheme complements the rich palette of the season and provides customers nationwide an easy-to-navigate, secure environment to purchase the company's distinct designs.

About Dreams and Jewelry

Dreams and Jewelry was founded in 2004 by artist and designer Andrea Oda. Andrea draws her inspiration from the free-flowing shapes and dynamic colors of nature. Dreams and Jewelry designs are available exclusively at www.dreamsandjewelry.com.

Contact

Andrea Oda, Owner

Dreams and Jewelry

Andrea@dreamsandjewelry.com

925-586-0082

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