

FOR IMMEDIATE RELEASE

A Jewellery Collection Created with a Blend of Passion and Design!

BEAUTY, WARMTH & HARMONY — MODERN JEWELLERY PIECES IN STAINLESS STEEL

OTTAWA, ONTARIO, January 19, 2010: Husband and wife design team Vivian Cheng and Eric Jean-Louis of Blend Creations combine their passions and proficiencies, their Francophone and Asian heritage and the organic with industrial to create their jewellery line. They take the streamlined utilitarian elegance of stainless steel and blend it with an array of textures and colours to create jewellery that is anything but sterile!

In contrast to the sterility of other stainless steel jewellery, whose appeal is primarily in the dichotomous nature of the materials used and the absence of color and organic elements, Cheng and Jean-Louis' stainless steel necklaces are imbued with a sense of culture, style and vibrancy. "Our jewellery, like our personal and professional collaboration, is all about bringing together things that are seemingly disparate but surprisingly complementary," Jean-Louis says. One look at the product line, and the meaning of "blend" is suddenly clear.

This marriage of creative souls has resulted in a jewellery collection that is sold internationally and a successful business that is growing every year. Surprisingly, 95% of business currently comes from the U.S. With only 5% from Canada – of that 5%, 80% of sales is local. Blend Creations has been featured in publications such as Real Simple, Lou Lou, Ottawa at Home, Ottawa Magazine and Family.

With Valentine's Day approaching, Blend Creations has created a Valentine's Collection evocative of many things: love, sensuality and passion. Many of the pieces in the collection feature red — from lipstick to jewellery — red is the most romantic, passionate colour in a palette, perfect for Valentine's! Twenty-one pieces have been selected and are available on the website. Gift wrapping and free delivery make life easy for customers!

Feel free to view the collection on blendcreations.com

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