

Neunique
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**Socially Conscious, Seductive and Sensational:
Natural Beauty Meets Modern Woman in Neunique Debut**

NEW YORK, NY (March 12, 2009)-Social awareness has become the latest fashion statement. Beauty gives back with Neunique, a jewelry line with a conscience-and an attitude.

Neunique has arrived. Created in 2008 by Sophie Blake, Neunique is a one-of a kind line of exquisite earrings, necklaces and rings. Its pieces are crafted with handpicked semi-precious stones and set in wire or wrapped in gold and silver plating. Blake, whose passion for art led her to jewelry as the ultimate mode of expression, is completely self-taught and creates all pieces in her New York City studio. Blake draws upon her own European heritage and forward thinking perspective for inspiration; her designs are influenced by an unexpected combination of the cultures of ancient Indo European empires mixed with American vintage design.

In picking the stones for her pieces, Blake loves working with shades reflecting the colors of the earth: reds, browns, blacks and greens. She utilizes color, tone and texture to create pieces that are distinctive, yet flatter women of all ages. Awareness for the beauty of nature transcends throughout her entire collection. Like all of Neunique's pieces, the beauty of nature should be cherished and protected.

Neunique's pieces reflect a progressive and innovative attitude drawing from Blake's own social consciousness and desire to help the world. Blake is working to raise social awareness, as well as funds, for select charities that empower women around the globe. The charities will alternate depending on the season and range from helping women gain social independence to aiding women's health initiatives. Each collection uses color and varying designs to accentuate a different cause.

Neunique's designs embody the powerful woman of today: sexy, poised, successful and socially conscious. They can be worn confidently in a variety of settings: from brunches and boutiques to the boardroom. The pieces dare any wardrobe to be different and make a statement against the ordinary.

For more information about Neunique and where the collection retails, please visit www.neunique.com.

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