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## Trade Press Release

### **Elegant Textured Circles Collection Continues to Expand With More Than Three Dozen New Designs by Tracy Arrington Studios**

**February 15, 2013 – Booth 814, Buyer’s Market of American Craft, Philadelphia, PA:** Tracy Arrington Studios announces 40 new jewelry designs have been added to her Textured Circles Collection. With these additions, the line has over 100 designs offering today’s jewelry retailer dozens of styles to choose from when creating an engaging story.

All pieces are individually hand crafted in the artist’s studio using oxidized sterling silver with 14K gold filled or polished sterling silver accents. The oxidized silver creates a luxurious deep gray contrast with the warm hues of gold and the bright tones of silver. Many of the designs incorporate stunning all-natural, hand-selected pearls, raw black sapphires, pyrite, labradorite, druzy, solar quartz, and sphenolite. “My jewelry bridges the gap between less-expensive plated designs and higher-end fine jewelry” says Arrington. “These contemporary classics were designed to enhance the natural beauty of the modern, self-assured woman.”

New to this line are bracelets with a dozen designs being introduced for the spring 2013 collection. Necklaces are sold in a variety of lengths to promote layering and encourage each consumer to build her own distinct look. Earrings are available in either French hook or post. While the designer focuses on delicate styles which are lightweight and comfortable to wear, she also offers several statement pieces providing a strong visual focal point within a display. The designs by Tracy Arrington Studios have a sophisticated look to make the wearer feel stylish without being trendy. Whether the consumer selects an intricate combination of individual necklaces, or a single statement piece, the variety within this line creates endless possibilities for both initial and repeat consumer sales.

Arrington designed her company with the customer at the top. “If their needs are met, the rest of the picture will fall into place.” Retailers can design a story which offers their customers an impressive array of designs without having to stock every piece in every length, as Arrington can usually ship special orders for stocking retailers within one week. “With a partnership like this, everybody wins.”

According to Arrington, “Each piece of jewelry I create is designed to make a woman feel confident, beautiful and fashionable.” Her full line can be seen at the following upcoming show:

Buyer’s Market of American Craft  
Booth 814  
February 15-18, 2013

### *About the Artist*

Tracy Arrington earned a Bachelor of Arts degree from Jacksonville University and spent 25 years in the business world, including 12 years as a buyer and merchandiser. In 2008 she decided to follow her passion and started working in metals. A member of the Florida Society of Goldsmiths, she received her formal training from the jewelry design and fabrication program at Winter Park Technical Institute in Central Florida and has continued to study under many talented goldsmiths across the country. All pieces are handmade in her studio, by her or under her direct supervision, and any purchased components are made in the USA.

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