



G3 Jewelry and RMC MARTIN KSOHOH aka RED MONKEY, EUROPE collaborate on design and marketing efforts.

Beginning in January 2009, New York City based G3 Jewelry Inc will collaborate with RMC MARTIN KSOHOH aka RED MONKEY JEANS, EUROPE on various projects in the U.S. as well as abroad.

Jan. 5, 2009 - [PRLog](#) -- New York City based G3 Jewelry Inc (<http://www.g3jewelry.com>) will collaborate with RMC MARTIN KSOHOH aka RED MONKEY JEANS, EUROPE on various projects in the U.S. as well as abroad beginning in January 2009. Discussions between the two companies started in September when G3 Jewelry Inc CEO Quincy Brown contacted the denim maker in regards to providing clothing for the video shoot of Rob Gold's red hot single, "Ain't Gotta Like It" (<http://www.myspace.com/robgold601>). "We've been working with Rob Gold since meeting him at the Ozone Awards in Houston this past August and I wanted to reach out to Red Monkey Jeans because he mentions them in his single", explains Quincy Brown. "Providing Rob Gold with the hottest diamond jewelry and watches on the market is only part of what we do for the entertainers and athletes we've established relationships with. We also leverage our corporate connections and marketing dollars to bring in other companies who want the exposure that's inherent with a rising star in the entertainment/athletic industry", says Gary Russell, Director of G3 Jewelry's Entertainment Division.

Rob Gold's line in the hit single, "20 pair of Red Monkey Jeans ain't come cheap", is exactly right. With retail prices ranging from \$300 to over \$1,000 dollars, the high-end look and construction of the jeans fits well with G3 Jewelry's line of customizable diamond jewelry and watches. "When you think of luxury, the two brands are synonymous with each other in that regard" , say Paul Morarji, Head of International Sales at Red Monkey head quarters in Europe (<http://www.redmonkeyjeans.com>).

Talks of a collaboration peaked when word leaked that the first product from G3 Jewelry's 2009 "Gaudy" line will be a diamond chain wallet holder that will feature RMC MARTIN KSOHOH aka RED MONKEY JEANS forth coming leather logo print wallet. "The timing couldn't have been more perfect. We were just about to start looking for an accessories company that had a high-end wallet we could pair our diamond chain wallet holder with when Paul let us see designs of their upcoming wallet", explains Brown. No release date has been set, but both companies plan to debut the paired accessory in early 2009. Other collaborative efforts include co-design on the YOROPIKO brand, where gold buttons on the fly can be replaced with diamond buttons. "We're definitely not your typical jeweler. We're a lifestyle brand. Our entire team lives the same life as most of the customers we sell to. We wear our jewelry and watches. We wear Red Monkey Jeans. We party with our high-end clients and remain actively involved with their social events and charitable organizations", explains Latonya White, Executive Vice President of G3 Jewelry Inc.

For more information on G3 Jewelry products and events, visit their website at <http://www.g3jewelry.com>.

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G3 Jewelry is a New York City based jewelry and watch designer / retailer. Our jewelry and watches are customized to fit our clients distinctive lifestyles.

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