



LAURA ALEXANDER

## **LAURA ALEXANDER Launches Radiant, New Jewelry Line - Thea "Goddess of Light" Collection**

*LAURA ALEXANDER, chosen as one of Jewelers Circular Keystone's "Rising Star" designers for 2010, introduces its Thea "Goddess of Light" Collection - a dramatic and powerful jewelry collection which is classically edgy.*

**July 2, 2010 - [PRLog](#)** -- Inspired by medieval armour, Laura Alexander uses sweeping curves, Gothic arches and radiating pyramidal stars in a combination of matte and high polished sterling silver, 22k gold, and diamonds. She brings a "modern meets medieval" sensibility to this bold, highly unique collection. It is also available in a combination of matte and high polished 18k gold and diamonds.

The jewelry collection is an homage to Thea, the Greek Titan, from which all light emanated. It is believed she endowed gold, silver and gems with her own brilliance, bestowing them with indelible value.

The LAURA ALEXANDER trademark four-sided star, the universal symbol of hope, figures prominently in this collection. Each piece inspires and empowers the wearer with its energy.

The suggested retail price range for its Thea "Goddess of Light" Collection is from \$1,250 to \$33,000.

The Collection will be exhibited at the Jewelers of America, New York show June 25-28, 2010.

Retailers may view the complete line of LAURA ALEXANDER's Thea "Goddess of Light" Collection by visiting [www.LauraAlexanderCo.com](http://www.LauraAlexanderCo.com) and registering online.

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LAURA ALEXANDER is a U.S. company known for its high standards of quality, craftsmanship and design. Laura Alexander's dynamic and visionary approach to designing jewelry creates unique pieces which are bold and distinctive. Each piece of jewelry in its collections is handcrafted by master artisans and manufactured entirely in New York.

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